RAJARATA JOURNAL OF SOCIAL SCIENCES

Volume 5	Number 2	2021

EDITORIAL NOTE

Prof. E.M.S. Ekanayake

RESEARCH ARTICLE

A sociological study of public opinion on the use of the death penalty in crime prevention (With a group of selected data contributors)

W. A. I. L. Rajapaksha
Rajatara University of Sri Lanka

Awareness of Counseling Psychology and the Significance of Counseling Service for the Graduate Studies

W.S.N. Siriwardhana

Department of Sociology, Faculty of Arts, University of Colombo

Hot and Cold Concept and Its Impact on Undergraduates Health Behavior

P.D. Wickramage,
Temporary Lecturer, Department of Sociology, University of Peradeniya, Sri Lanka
B.F. Sabrina
Temporary Lecturer, Department of Sociology, University of Peradeniya, Sri Lanka

Impact of Area Development Programme (ADP) for Livelihood Development in Rural Society of Sri Lanka: Case Study of World Vision ADP in Gallenbindunuwewa in Anuradhapura

Prof. Gunawardane DSW
Professor in Sociology, Dept of Social Sciences, Rajarata University of Sri Lanka.

The Impact of COVID-19 Pandemic on employee turnover intention in the Sri Lankan Tourism Industry: Special reference to Travel agency employees.

P.B.S.N.Kumara
Master scholar, University of Colombo
T.M.C.D.Senarathnna
Lecturer, Rajarata University of Sri Lanka

The Role of Strategic Marketing in addressing Disruptive Innovations in the Tourism Industry

Preethi Gunaratne
IIC University of Technology, Cambodia

RAJARATA JOURNAL OF SOCIAL SCIENCES

Volume 5   **Number 2**   **2021**

RAJARATA JOURNAL OF SOCIAL SCIENCES

Volume 5   **Number 2**   **2021**

RAJARATA JOURNAL OF SOCIAL SCINCES

AIM AND SCOPE

The Rajarata Journal of Social Sciences is a peer-reviewed journal published by the Department of Social Sciences, Faculty of Social Sciences and Humanities, Rajarata University of Sri Lanka. This journal publishes empirical research and review papers in the inclusive coverage of the area of Social Sciences. The scope of this journal covers the diversity of the contemporary research falling in the broader discipline of Social Sciences.

At present, it is obvious that the real academic explorations relevant to the field of Social Sciences and Humanities and other fields are inadequate. It is also apparent that this has resulted in the decline of the new academic innovations that will contribute to the modern Social Promotion. Hence, the main aim of this journal is to build the platform for the academics and researchers to publish innovative and original scholarly work in the field of Social Sciences.

The Journal is to be published in two issues a calendar year in June and December and only accepts the articles written in English. This journal facilitates immediate open access to the public allowing freely available access and global exchange in the wider world of knowledge in the field of Social Sciences.

RAJARATA JOURNAL OF SOCIAL SCIENCES

Volume 5   **Number 2**   **2021**

EDITORIAL BOARD

RAJARATA JOURNAL OF SOCIAL SCIENCES

Volume 5   **Number 2**   **2021**

List of Reviewers

Professor Dilan Gunawardane

Professor, Department of Social Sciences, Rajarata University of Sri Lanka

Prof. PMB Jayathilake

Professor, Rajarata University of Sri Lanka

Dr. WKD. Keerthirathna

Senior Lecturer, Department of Humanities, Rajarata University of Sri Lanka

Dr. WHMS Samarathunga

Senior Lecturer, Department of Tourism & Hospitality Management, Rajarata University of Sri Lanka

Mr. K.G.A.P. Siriwardhana

Lecturer, Department of Social Sciences, Rajarata University of Sri Lanka

RAJARATA JOURNAL OF SOCIAL SCIENCES

Volume 5   **Number 2**   **2021**

List of Authors

B.F Sabrina

Temporary Lecturer,
Department of Sociology,
University of Peradeniya
fathimasha795@gmail.com

D.S.W Gunawardana

Professor in Sociology,
Department of Social Sciences,
Rajarata University of Sri Lanka.
gunaeardaned@gmail.com

P.B.S.N Kumara

Master scholar, University of Colombo
sumithranandana@gmail.com

P.D Wickramage

Temporary Lecturer,
Department of Sociology,
University of Peradeniya
paviwick15@gmail.com

Preethi Gunaratne

IIC University of Technology,
Cambodia
preethigunaratne@yahoo.co.uk

W.A.I.L Rajapaksha

Department of Social Sciences,
Rajatara University of Sri Lanka
isharalak08@gmail.com

W.S.N Siriwardhana

Lecturer (Temporary),
Department of Sociology,
University of Colombo
wsnsusi@gmail.com

Content

Editorial Note

The adverse economic shock that builds up in any country can be even more devastating as the impact can be long-lasting if countries descend to the lower extremities of human development and turn into a vicious cycle of violence. The study of the relationship between economic factors and violence within a conceptual framework that deals with different levels of human development and violence risk will be a unique experience for Sri Lanka at this moment. Violence can be caused by many factors, and low levels of human development trigger the risk of violence eruption and recurrence more than any other factor. Violence completely challenges and destroys accumulated physical, social and human capital. The relationship between violence and human development can be built as a self-strengthening cycle. Furthermore, as a result, policy actions aimed at sustaining human development will have an additional indirect effect on reducing the risk of violence. Another argument from the theoretical constructs regarding violence is that protests must have leaders and be ideologically driven. Because when people are called to the streets, they need to know who is talking to them. Or it could turn into violence because economic pressure is a closer cause of violence. It is arguable that an intoxicant of choice runs the taste in Sri Lankan cuisine. The argument for decentralization of power or the reconstruction of an alternative has not moved from one social group to another. As a result, it is unfortunate that the growth of violence is being generalized and arguments are being made that it is justified in a society in an economic abyss. Many believe that poverty leads to violence. The general public considers this concept to be true, and many scholars accept it. There is debate as to under what social mechanism poverty affects violence. Poverty has been linked to violence in many different ways, from many different approaches. Many scholars as well as the general public believe that people living in poverty often resort to violence as a result of the conditions, pressures, and persecution they are subjected to. However, there is controversy among scholars as to what conditions are important and how and why they lead to violence. These types of economically distressed, violent and competitive living conditions are generally defined as the social structural consequences of poverty. While this structural approach generally sees poverty as an independent variable and violence dependent, some scholars have argued that violence can lead to overall poverty by creating an unstable or dangerous environment conducive to economic development or growth. Financially the legislature may be leaving only those who cannot afford to move out of areas with high levels of violence and move elsewhere economically. Thus, the Sri Lanka gradually moving to a violent condition according to the increasing cost of living and the sense of experiencing the political and social corruption. There is a risk that economic inflation will move beyond the currently oppressed proletariat into society as a whole. Violence will develop from time to time through the various interventions in society, until it is released to the bourgeoisie, the ruling class and, ultimately, to anyone with any material value that he or she does not have. It is clear from the literature that economic inflation around the world is finally moving towards violence. There is a need to understand the purpose and role of sociologists, social activists and the social sciences at such risk to recreate the wellbeing of the Sri Lanka.

Prof. EMS.Ekanayake
Hade of the Department of Social Sciences

x

A sociological study of public opinion on the use of the death penalty in crime prevention (With a group of selected data contributors)

W. A. I. L. Rajapaksha
Rajatara University of Sri Lanka
isharalak08@gmail.com

Abstract

Crime and punishment are like two sides of the same coin. If there is a crime in a society, then the punishment must be effective. A crime can be defined as a human act that violates the established criminal law. If any anti-social act causes severe shock in the society, it can also be considered as a crime. What is the public opinion about the usefulness of the death penalty to prevent crime in the Sri Lankan society as a research question regarding the utility of the death penalty for crime prevention? Was studied to find out. In this inquiry, which identified the usefulness of the death penalty for the growing crime control, the tendency of crime control through the death penalty was pointed out to the social public. It is a problem why people are tempted to commit crimes again knowing that committing crimes is wrong. Is it because the death penalty is not carried out in the country? However, the goal of the research was to provide social understanding to the public for the control of criminal behavior that is increasing day by day, as well as to reduce the rise of existing crimes. The aim is to identify the utility of the death penalty to prevent crime in the Sri Lankan society through public opinion and to identify the necessary recommendations to prevent crime. Finding the effectiveness of the measures etc. were considered as sub-objectives. With the increasing complexity of society day by day in the world, the amount of crime is growing rapidly, so the Sri Lankan society uses the death penalty for life, probation, imprisonment, and release on license to control this crime. In today's world as well as in Sri Lankan society, we can see an increase in crimes in the face of various situations, and murders, kidnappings, and rape among them are on the rise. During the period used for the research, information related to the questionnaire was collected from university professors, those involved in higher education, adults and those involved in school education. As a research method, there is no increase in crime in Sri Lanka, but a decrease, so many different discourses about the death penalty have arisen in the society recently, and the timeliness of the death penalty was emphasized in this research. Accordingly, it was possible to realize the special objectives of this research under the research methodology. Accordingly, the survey method was launched in the field of study as a research method. Also, the research was launched for the study of information through the use of interview method and questionnaire method in order to obtain primary data in obtaining data and information. Also, in order to obtain secondary data, various research books, journals, reports, constitutions and data obtained from the internet were successfully analyzed and the results were obtained through the research. Accordingly, a total of 100 were selected as data contributors, among which 25 university professors, 25 university students, 25 adults, and 25 school students were used as data contributors to the research. Also, since it was concluded that the social opinion has been formed in favor of the death penalty in Sri Lanka, the public opinion in which type of crime should be given the death penalty is for murder, rape, drug use and sale. The public opinion was that the death penalty should be given to activities such as the destruction of ecosystems including reserves and child abuse for the sake of racist activities. According to that, it was concluded that "death penalty should be given in Sri Lanka" and it was identified that the public opinion was created that crime can be controlled.

Keywords: *Crime, Criminal Behavior, Punishment, Governance, Public Opinion*

Introduction

The pragmatic view of society recognizes that there are prerequisites for the existence of any society. In a society, there are devices and related functions that contribute to the sustainability of the functional unit. Maintaining law and order is also a basic prerequisite for the survival of society. It is important that each society has established unique institutions and corporations affiliated with different sectors to meet those needs in the right way. These institutional structures are revitalized through clear legal and judicial proceedings. These legal approaches see the implementation of the death penalty as a means of controlling behaviors such as crimes that violate law and order in society.

It is possible to identify the phenomenon of crime from a legal and sociological point of view and to identify the types of crimes and how criminal punishment works. The discourse that there is no crime without a law reveals the extreme connection between crime and law. (Nullum Crimen sine Lege Tappan, 1960,23). But both this law and crime operate in a society-centered way. Therefore, both law and crime operate with the focus on society. Crime adversely affects the well-being and development of society and socially determines an individual's personality, identity, status and social dignity. In a scholarly inquiry into crime, it can be identified as a peace and legal phenomenon. Also, the phenomenon of crime has built a deeper and broader foundation. This is due to the fact that there is a historical process for crime, and in every human society, tribal, traditional and modern society, the perpetrator of a crime can be identified by a number of complex processes of law, custom and punishment. In understanding what a crime is, one has to pay attention to each of those factors. The legal as well as the sociological perspective on it has been focused on as it is strongly associated with criminal law as well as society. Therefore, it is important to identify how crime is defined in each of these areas.

According to jurisprudence, a crime is an act or omission that is specifically prohibited by law. Prohibition here has a broader meaning. That is, a penalty is also included here. The opinion of sociologist Taft on what the law defines as a crime is very important. That is to say, such anti-social behavior is considered a crime by the existing law as it violates social norms and adversely affects society.

Execution as vengeance dates back to the earliest human civilizations. Hammurab, a ruler who lived in 1857 BC, was of the opinion that punishment should be given according to the seriousness of the crime. That is, he says,

"That the punishment came to the guilty on the principle of tooth for tooth and eye for eye."

In the face of such interpretations, Sutherland argues that a crime is nothing more than a violation of criminal law. According to him, it is a crime to simply violate the criminal law, regardless of the immorality or obscenity of the offense. It is not a crime to be responsible for the insignificance of an act, regardless of the number of deaths. The criminal law of a society is required to deal with the crimes that take place in it.

Sutherland has outlined seven principles that are legally used to identify a crime as fact, including penalties as an essential element of a crime. Criminal law as well as criminal punishment can be described as a very deep and complex concept. It is a special feature of modern complex societies that separate institutions have been set up to carry out this punishment. Prison and rehabilitation institutions can also be seen in law enforcement in these societies. Malinowski, a British sociologist, explains that punishment is not unique to modern societies, but to ancient tribal societies. There was no criminal law to enforce in those primitive societies and it was enforced by custom. It was with social evolution that the system of customs gradually developed into law. Law was important in terms of social evolution, and in comparison to that process, it can be seen that punishment has also developed through several key principles.

- Punishment as retribution
- Punishment as a Detterent
- Punishment as a character Reformation
- Punishment as a defender of social cohesion

Accordingly, today, punishment can be seen as intimidation, character cleansing, and a defender of social cohesion and does not contain the motive of revenge. Execution of punishment as revenge is a descendant of the earliest human civilizations. His view is that the punishment of the guilty was based on the principle that tooth to tooth is eye to eye according to the severity of the offense. The second principle of crime control is to instill fear in criminals and the general public about the punishment of every crime on a socially acceptable basis. Man prefers pleasure and rejects pain. The punishment for crimes is painful. The fear that a person who commits a crime will incur such a painful punishment can prevent them from committing

a crime. Criminologists representing the classical schools of Bentham, Beccaria, and Samuel Rowley also pointed out that punishment should be used as a form of intimidation and that punishment should be meted out to the extent of the crime committed by the individual. The purpose of using punishment as character correction is to prevent a person from committing a crime by changing that character and motive, even if the person is committing a crime with a certain motive and character. That is, it is a punishment system based on rehabilitation. The idea of several such punishments was pioneered by the Italian criminologists Lombroso and two of his followers, Ferry and Garofalo. While this principle of punishment is widely used in modern law and the administration of justice, it has evolved into the rehabilitation of individuals. In a society, crimes are committed by a small number of members. Therefore, those perpetrators should be punished for the sake of the survival of the fittest. And also, by recognizing punishment as an essential factor for social existence, it can be considered as a defender of that social cohesion.

According to Meyer, many lawyers, criminologists and sociologists have tried to justify punishment in this way based on two main requirements.

1. A sense of fairness

2. The need for social control and security

There are several main features of the sentence that are thus formed.

1. Universal justice

2. Constancy

3. Quickness

4. Seriousness

(Sutherland and Cressy, 1995, 281)

From the above, it can be seen that both the phenomena of crime and punishment go hand in hand. In the discourse on punishment, the modern view is that punishment must change in line with social change.

Thus, there are several methods of punishing active crime in the world today.

- The gallows
- Prison system
- Probation system
- Democratic Correction
- Release on license

Are such strategies? At present, the death penalty is only active in 36 countries. The death penalty has been abolished in 103 countries. In 50 countries, the death penalty has been upheld by the courts but has not been implemented in practice. Even in countries where the death penalty is practiced, people under the age of 18 are generally not killed. However, the situation is different in Saudi Arabia, Sudan, Pakistan and Iran, where the death penalty is also given to those under 18 years of age. The execution of Christ can be pointed out as very good proof that the death penalty has been in operation since ancient times. Also, even before the beginning of the Cretaceous, the death penalty was practiced not only in Greece and Rome, but also in our own country. However, it can be seen that due to the increasing size of crimes in Sri Lankan society today, a wide range of discussions on the death penalty have developed. The concept of the death penalty dates back to ancient times. There is a unique story about the gallows, known to all as the leafless tree. It can be speculated that the penal system of the past monarchy also helped to enforce the gallows in Sri Lanka, especially on the basis of the need to punish wrongdoing. Historical legends show that the kings of that time never hesitated to punish anyone who incurred the wrath of the king, such as public subjugation, trampling by elephants, or being thrown into oil drips. Such punishments increased the fear of punishment in the past society and thus reduced the temptation to engage in socially corrupt practices.

Looking at the history of the death penalty in Sri Lanka, many kings in the Sinhala dynasty carried out the death penalty, and some kings carried it out for personal gain as well as to suppress the death penalty. Discussions have developed about the execution of the Ehelepola family, the recent execution of Daskoon Adhikaram, and the recent execution. It is also stated that a significant number of Sri Lankans have committed suicide in the past. A man who was a plantation superintendent by profession has been sentenced to death for killing a plantation worker as a gallows operation during the British era. There are reports of a public execution at a stall in Kegalle as far back as 1856. Thereafter, Thaludwe Somarama was sentenced to death by the Privy Council after Mapitigama Buddharakkitha, HG Jayaratne and Thalduwe Somarama were recently sentenced to death by hanging in the Bandaranaike murder case. After his imprisonment, he converted to Christianity and was hanged on July 6, 1962. The first police officer to be hanged was Sannoni Perera. He was also a defendant in the Attygalle murder case and ended his life by hanging. He was a retired police officer when the case was heard. James alias Seneviratne, a coffin maker in Kolonnawa, Primalal Rajapaksa, a Pirivena Ayurveda practitioner, Munasinghe, a police officer, and Perera, a police officer, were sentenced to death for the murder of John Silva and the robbery of four lakhs.

Three others, including a man from Lotharbas, Bandaragama, were sentenced to death for the murder of the White House estate superintendent. Velayudhan, an estate worker, was sentenced to death for killing a schoolteacher who had taken his estate money. Before the gallows was banned in Sri Lanka, the gallows was finally sentenced to Chandradasa or the good chest. There are also legends about those who were hanged as punishment for killing their girlfriends. Especially when one person faces the death penalty in a mirror and says, 'Barrow, your deeds are over today.' The death penalty was abolished after Sri Lanka gained full independence in 1948, but was abolished again after 1956, following the Bandaranaike case. The demand arose that it should. The Somarama monk who assassinated Mr. Bandaranaike was also hanged and the death penalty was abolished after a period of 20 years. Under Section 114 of the Penal Code of Sri Lanka, state offenses are punishable by death under section 129 for organizing an insurrection in the army, 191 for giving false evidence, 296 for aiding and abetting murder and 299 for aiding and abetting suicide. Will be wrong. In addition, the Penal Code states that drug trafficking under the Dangerous Drugs Ordinance is a serious offense punishable by death, but the death penalty is still not active. There are various opinions that the death penalty should be abolished in Sri Lanka. This may have been due in particular to the fact that Sri Lanka is a Buddhist country and the non-violent policy of Buddhism. The first proposal to abolish the death penalty in our country from the earliest times was made by the then Prime Minister, DS Senanayake. This proposal to the State Council in 1828 was rejected because it was not an alternative punishment. In 1936, Susantha de Fonseka, representing the Panadura division, again brought a motion to ban the gallows from the State Council, which offered an alternative to imprisonment for life, but it too was rejected.

Although the death penalty was still written in the law books, it was stopped by SWRD Bandaranaike. The bill was passed by Parliament but was not passed by the Senate, so it was activated by a second unanimous passage in Parliament. As a result, Captain RP Perera and Eric Bucho, the Iron Man of Maradankadawala, who were sentenced to death at the time, were sentenced to life imprisonment. However, the issue of the gallows came to the fore with the assassination of High Court Judge Sarath Ambepitiya. This was due to the opinion of many in society that Naufer, who had assassinated Judge Ambepitiya, should be hanged. This idea was confirmed by the Bar Association. Although President Mahinda Rajapaksa announced in 2006 that the death penalty would be implemented for drug traffickers, the death penalty is still not practiced in Sri Lanka. The death penalty can only be carried out by the President and the death penalty can only be pronounced by the judiciary. Otherwise, if both the prescribing and the

execution are prescribed to only one person, it blocks the possibility of it being implemented in a negative way.   However, Sri Lanka is a Buddhist country. According to that concept, it is wrong to take one's life. But the damage to society caused by the loss of one person's life or other misdemeanors mentioned in the Code of Conduct is not insignificant. With the abuse and murder of a five-year-old Seya girl in Kahawath Kotahena, public opinion was created in society that the death penalty should be implemented against such rapists and child abusers. Some politicians and the majority of society are of the view that it should be implemented and some oppose the idea. Former President Maithripala Sirisena has stated that the death penalty will be implemented from next year if it is approved by Parliament. However, Amnesty International says that once the death penalty is implemented, a person who is not guilty is more likely to receive the death penalty. Others oppose the death penalty, saying there is no evidence that the death penalty is passed on to society in comparison to imprisonment. Experts are of the opinion that the death penalty is an insult to human dignity and that there is no evidence that it can prevent anything. The Sri Lankan-Maldivian delegation to the European Union (EU) has called on the Sri Lankan government to abolish the death penalty, saying the death penalty should not be used to reduce crime. The Human Rights Commission of Sri Lanka considers the death penalty to be an abolitionist system.

- The right of an individual to life
- Be cruel, inhuman and punishable
- Lack of evidence that the death penalty reduces crime
- The question arises as to whether the existing justice system in the country is fair

And so on.

"One death sentence avoids 25 deaths."

There is no limit to what scientific research has done so far on the relationship between the death penalty and crime. That is, some studies show that the death penalty reduces crime, while others suggest that the abolition of the death penalty reduces crime. In 1973, an American economist conducted a very effective study on how the death penalty affects crime. He compared the crimes committed in the United States between 1933 and 1969, and the simultaneous execution of the death penalty. He pointed out that the implementation of the death penalty could reduce crime, especially murder. According to his mathematical model, one death sentence can reduce 98 murders. According to his model, if the death penalty is carried out and carried out for a long time, serious crimes can be reduced to zero or zero.

Nazi Mokan, a professor of economics at the University of Colorado in the United States, conducted a very effective study in 2003. One death sentence reduces the number of murders by about six. He also revealed that the state pardon for a dangerous criminal would increase the average crime rate by 10% and the homicide rate by 1.5%. Also, a 2003 study by the American Zuckerberg found that one death sentence could reduce the death toll by about 25. For this study, he studied the death penalty and crime in 50 states in the United States from 1978 to 1997. A 2009 study led by a Professor of criminology and criminology at the University of Colorado in the United States found that the death penalty does not reduce crime. The New York Times' survey of the death penalty and crime focused on 12 states in the United States. They focused on the rising crime rate in those states over the past 20 years. Those studies show that crime in the states where the death penalty is active has more than doubled in the last 20 years.

Accordingly, it is possible to identify the pros and cons of the use of the death penalty. The opinion expressed to the public on a particular issue can be identified as public opinion. Accordingly, public opinion is not a personal situation but a general situation in society. At present, there are pros and cons in Sri Lankan society as well as in other parts of the world regarding the necessity of the death penalty or its inconsistency. However, the question arises as to how the death penalty can be used to prevent growing crime in Sri Lankan moral society. Accordingly, the general opinion of society in examining whether the death penalty is timely in the face of growing crime in modern Sri Lankan society is examined.

Literary review

The level of crime is increasing day by day under the prevailing conditions in society. Because of this, there has been a great deal of research in different parts of the world on crime and the punishments that should be meted out to it.

1. Published by Mr. Gerry Cluck, by American Society of Sociology American Sociological Review In a magazine called Racial Discrimination in criminal sentencing: A critical Evaluation of the Evidence with Additional Evidence on the Death penalty, an article is submitted under the name. The magazine's racial slurs on the death penalty and the re-publication of data on the death penalty by race from 1930 to 1967 indicate that blacks are less likely to be convicted of murder than whites. Obtaining or confirming the death penalty for 11% of the death penalty imposed for rape, whites were found to have been raped by black defendants. Most of the emphasis is on racial and ethnic crimes and the death penalty, but not on social issues as a whole.

"Grey Kleck" , (https: // www.jstor.org)

02. **American Sociological Review Racial characteristics and the imposition of the Death Penalty** Michael. L . Radelet submitted an article. In 1976 and 1977, more than 600 murder charges were investigated in a number of provinces, and the focus was on homicides among strangers. The focus is on the death penalty for blacks and white supremacists in American society, as well as the death penalty policies adopted in Georgia in 1972 following the Supreme Court ruling against Fumin.

" Michael.L.Radelet " (https:// www.jstor.org)

03. Released in January 2006 **The Law and Economics Program Uses and of Empirical Evidence in the Death Penalty Debate** And so on John.J.Donohue 111, Justin Wolfers The two researchers have submitted an article. Comparing the history of executions and murders in the United States and Canada, and comparisons between non-functioning states, shows that the death penalty is not appropriate for crime prevention. This research cannot be substituted for each country as it is only an analysis based on several countries .There is no subject in this research.

" John.J.Donohue 111, Jñtin Wolfers " (https:// www.nber.org)

04. **Arthur.J.Goldberg, Alan .M. Dershowwit** Researchers **The Harvard Law Review Association and Declaring the death Penalty Unconstitution** An article entitled

In that case, the Supreme Court should examine the punishments that have been challenged in the Eighth Amendment, which were challenged as cruel and unusual, and the relevant sentences should be imposed, and the death penalty is argued to be unconstitutional according to this principle. It is argued that the death penalty violates the Eighth Amendment. Here it is argued that the death penalty should not be given without a broad basis. Therefore, a broad basis can be identified in this research. "Arthur .J. Goldberg, Alan Dershowwite " (https://jstor.org

05. **Steven.E.Brakna** Researcher on May 1, 1994 **Racial Prejudice and Support for the Death Penalty by Whites** An article entitled. Although many studies have found that whites are more likely than black people to support the death penalty, very little research has shown that the reasons for this difference have been explored. Using data from the 1990 General Social Survey, it is clear that white support for the death penalty is linked to prejudice against blacks. Finally, the death penalty is a matter for the legislature and the judiciary. This shows that

minorities prefer the death penalty to blacks. This appears to be an interpretation of the reluctance to like the death penalty in terms of race.

From all the research and articles mentioned above, it is possible to identify the various ways in which crime prevention has been analyzed, but not all of them emphasize the seriousness and simplistic nationality issues that go beyond the legal focus on issues such as the legitimacy of the death penalty. Can't see any. Public opinion on the use of the death penalty in crime prevention has not yet been extensively researched, and this research is expected to identify public opinion on the use of the death penalty in crime prevention.

Research problem

Identifying public opinion on the usefulness of the death penalty in crime prevention in Sri Lankan society.

When we talk about crimes such as murder, rape and theft, they are increasing day by day and not decreasing. Therefore, the increase in crime can be identified as a current social problem. At the same time, the question arises as to whether the increase in crime should be curtailed and the death penalty should be implemented for its administrative purposes. The question of whether it is a solution to prevent crime if it is implemented has become a hotly debated topic in modern times. Accordingly, when looking at the crimes in the Sri Lankan society, it can be presumed that the opinion of one group is that it should be given and the opinion of another should be given that it should not be given. However, it is important to examine the public opinion on the usefulness of the death penalty in the prevention of crime in Sri Lankan society. Because the problem of research is to find out from the public itself whether it is timely to present the punishment for such crimes through the death penalty as a just solution in association with a criminal society.

Research Aim and objective

Research Aim

Sri Lanka has had a standard criminal justice system with penalties only through a specific judicial process since Sri Lanka was a British colony. At that time, the death penalty was used in connection with homicides and wars against the king. In 1802, the then British Governor of Ceylon, Frederick north, outlawed the use of the death penalty and legalized the use of hanging instead. According to prison history, the first death penalty under this new law was in 1802 for rebellion against the king. Although the death penalty is now legal in Sri Lanka, it was abolished and the death penalty is still practiced in Sri Lanka. After the assassination of SWRD

Bandaranaike, who became the Prime Minister in 1956, the death penalty was reintroduced. However, the death penalty has not been implemented since June 23, 1976. Sri Lanka today is a country where the death penalty is legal and, in terms of Article 52 of Chapter 111 of the Penal Code, the penalties used in the country are death, flogging, loss of property and punishment. Article 53 of the Penal Code states that the death penalty should not be imposed on any person believed by the court to be under 18 years of age. The Code of Penal Code also provides for offenses punishable by death.

- Offense of attempting to wage war against the State or aiding and abetting such action - Article 114
- Offense of aiding and abetting an insurrection by an officer, soldier, sailor or airman of the Sri Lanka Army, Navy or Air Force - Section 129
- Section 191 of the Penal Code for fabricating or aiding and abetting an innocent person to death by a court of law as a result of giving false evidence before a court of law knowing that another person may be sentenced to death for his or her actions.
- Homicide - Section 296
- Section 299 encourages a person to commit suicide

The aim of the research on such offenses is to identify the extent to which crime has not decreased in recent society, even though it has been included in any draft of the Penal Code in various ways as a deterrent to crime or as a punishment. In 2014, a Sri Lankan court sentenced the perpetrators to death on 61 occasions. In Sri Lanka, the death penalty is not practiced, so in practice many prisoners end up serving life sentences. This fact also proves that it has contributed to the increase in crime in the society. This is because even if a criminal commits a serious crime and is sentenced to death by a court of law, he will not receive the death penalty. One day at a trial, the judge approved the death sentence, and the perpetrator smiled slightly. When questioned by the court, Akara said that although he had said that the death penalty would be imposed, it would not happen. It is clear that despite the imposition of the death penalty, its ineffectiveness has led to an increase in criminal activity and an increase in the likelihood that they will commit crimes. The following are the statistics of the number of incarcerations that have occurred in several prisons annually in 2020.

	2015	2016	2017	2018	2019

Prison	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Welikada	251	2476	531	2171	362	1527	486	1874	515	1962
Colombo	6448	-	7659	-	8002	-	8305	-	7590	-
Bogambara	5363	425	6129	382	5928	393	7251	353	7593	408
Badulle	3097	145	3189	158	3087	153	3445	137	3921	167
Matara	2612	137	3354	186	3018	184	3150	265	2959	118

The number of prisoners in the dark as a whole can be shown as follows.

2015	2016	2017	2018	2019
89 559	94 655	99 036	108 263	115 325

Crime Statistics Report (2020)

Thus, the crime rate is increasing, not decreasing. Recognizing the usefulness of the death penalty in this growing crime control, this inquiry highlights the criminal control tendency of the death penalty to the general public. It is a question of why people are tempted to commit crimes again even though they know it is a crime to do so. Is it because the death penalty does not exist in the country? However, the aim of the research is to provide social awareness to the public as well as to curb the rising crime rate as well as to control the growing criminal behavior.

Research Objective

The purpose of the death penalty in Sri Lankan society is to identify the utility of the death penalty through public opinion and to obtain recommendations from the public for the prevention of crime.

Sub-objectives

- Identify the utility and timeliness of the death penalty to prevent crime

- Identify the impact of crime on society
- Identify the effectiveness of measures taken to prevent crime

Hypothesis

With the increasing complexity of society in the world, the rate of crime is increasing rapidly. In Sri Lankan society, life imprisonment, probation, imprisonment, and release on license are used to control these crimes.

In today's world, as well as in Sri Lankan society, we can see an increase in crime in the face of various circumstances. Murder, kidnapping and rape are on the rise. When it comes to crime, public opinion is now pointing the finger at the failure of the authorities, who are committed to curbing crime, to fulfill their responsibilities. Different thinkers have different views on crime, and it has been pointed out that both biological and psychological factors contribute to crime. In this way, a hypothesis can be drawn from the usefulness of the death penalty for its administrative need for crimes committed in any way.

In the sample used for the research, university professors, higher education practitioners, seniors, and school educators gathered information related to the questionnaire, so the opinion of the university professors was to give the same idea as to give the death penalty to the students who were to give the death penalty to the students. It can be presumed that he will also consent to the non-imposition of the death penalty. University professors assume that they prefer the death penalty because they have a broader understanding of the social framework as well as a broader social knowledge that acknowledges the need for the death penalty in order to control social crime and limit its growth. Also, those in higher education are of the same opinion that the death penalty should be used because the university student is someone who thinks in all respects. But some suggest that the need for the death penalty to curb crime suggests that the university student's views differ from one another. Schoolchildren also say they oppose the death penalty because they have little understanding of social crime.

It can therefore be assumed that they will express their will for the death penalty. It is also presumed that adults will oppose the death penalty based on their reluctance to oppress others as adults.

Another objective of the research is to seek public opinion on the factors that contribute to the recurrence of crime in society.

- Failure to properly rehabilitate relevant offenders
- Rehabilitation procedure not functioning properly
- Political influence Direct intervention in crime escalation
- Control of all legal conditions on money
- Repeated labeling of criminals by society

Accordingly, it can be assumed that these factors will lead to the emergence of more criminals and not repression. At the same time, the death penalty will enable people in society to repeat their wrongdoing. However, due to growing criminal behavior, the individual society decides on those crimes and in those societies the crimes become the cause of the social persecution of people. These crimes have led to the need for a successful, proactive approach to crime prevention in order to build human beings into a better way of life as a social entity.

Research methodology and data retrieval techniques

It is almost impossible to see an increase in crime in Sri Lanka, not a decrease. Therefore, a number of different discourses about the death penalty have arisen in the society recently and the timeliness of the death penalty is to be emphasized in this research. Accordingly, the way to achieve the special objectives of this research is to be done under the research methodology. Accordingly, the survey method was launched in the study as a research methodology. Under the survey method, the data that was used for the research was studied with the help of the contributors, what is their opinion about the death penalty. In the data analysis, the data analysis was done by using the mixed method, which is done using both quantitative and qualitative methods, and thus it was possible to identify the timeliness of the public opinion for crime suppression. During the launch of the survey methodology, attention was focused on several basic points. That is, improving the questionnaire or data collection method, focusing on the lameness, planning the field work, working to identify the problems

that arose in the different stages of the survey, being able to train retrospectively, focusing on the initial assessment of the time and cost of the survey, etc. started to refer.

Also, during the data analysis, the process of data checking and editing, data tabulation, statistical analysis, results reports and conclusions were prioritized. During the data checking and editing, the errors that occurred during the quality check of the data were corrected. Under data tabulation, the data is tabulated in a more appropriate manner so that it can be meaningfully presented and analyzed. Also, through statistical analysis, the data was analyzed using appropriate statistical methods and statistical measurements were obtained to achieve the objectives of the survey. Under Reporting Results and Conclusions, the findings, results and objectives of the survey were reported. Also, the research was launched for the study of information through the use of interview method and questionnaire method in order to obtain primary data in obtaining data and information. Also, in order to obtain secondary data, various research books, books, magazines, reports, the constitution and the data obtained from the internet were successfully analyzed and the results were obtained through the research.

The use of primary data and secondary data and the expected points from the use of that data can be explained as follows.

Preliminary data		
Source	**Requirement / Purpose**	**information**
Questionnaire	• Identify the impact of crime on society	• Identify the impact of crime on society
	• Effectiveness of measures taken to prevent crime	• Information on crime prevention • Practical application of crime prevention
	• Utilization of the death penalty for social reform	• Public opinion on crimes punishable by death

		• Public opinion information on how the death penalty affects social order
		• Information on whether deportation has been used to prevent crime through modern penal systems
	• The timeliness of the death penalty to prevent crime	• Information on the severity of current crimes • Information on whether the death penalty is timely for current serious crimes

Secondary data		
Source	**Requirement / Purpose**	**information**
Various books / magazines / research papers	• Acquisition of theoretical knowledge • To fill the knowledge gap	• To uncover covered and uncovered facts
Internet	• Acquisition of theoretical knowledge • To fill the knowledge gap	• To uncover covered and uncovered facts • Obtaining up-to-date historical information
Dangerous Drugs Control Board Reports Criminal Survey Reports	• To confirm the problem	• To identify crime hotspots • Applied information

Field of Studies

In order to identify the number of data contributors used for polling the public opinion regarding the usefulness of the death penalty to prevent crime, data contributors who are important for the research were used to represent the whole as a society in curbing the ever-growing crime wave. There, 100 data contributors were used for the research according to the overall representation and it became very important to determine the percentage of the research. Also, the sample used for the research was people belonging to different age groups, where their different opinions were very important for the research. Also, since the data contributors represent different religions and races and are a group engaged in different educational levels, it was important for the research to be succinct. There, school education, higher education, diploma, postgraduate, and doctorate degrees were among the education levels of the data contributors. In this way, it was possible to identify their different opinions regarding crime through obtaining data required for research through people with different attitudes and different mental levels. Accordingly, the data contributors used for the research can be identified as follows.

- School children - 25

- University students - 25

- Adults - 25

- University Lecturers - 25

Total Data Contributors – 100

School children had to be used there because it is problematic what ideas are expressed by the teenagers according to their different understanding. Because their attitudes and opinions may change based on the experiences they have had during that age. Also, the group of university students had to be used because the university student is a person who thinks about different aspects and is very fond of radical ideas. Therefore, it is possible to identify their opinion differently from other opinions. Also, the elders of the society can be identified as a part rich in knowledge and social experience. Also, based on the experience they have gained, there is good experience regarding the situation the country is facing in terms of crime. Therefore, the opinions and attitudes of the elders were also very important. Also, because university professors try to build a correct person by having a correct view of the society that

should exist rather than the existing society and proposing good solutions to them, their views and opinions regarding crime are very important.

Academic limitations

- Age group of 25 adults used as data contributors was considered to be between 40-50 years.

- 25 The 25 adults used as data contributors are people with significant social status and knowledge in the community

- The 25 school students used as data contributors were A / L students.

- The university students who were used as data contributors started studying in 25 different faculties and different subjects.

Result and Discussion

As the world becomes more complex day by day, the amount of crime is growing rapidly. Different countries are using different strategies to control these crimes.

- gallows (death penalty)
- The prison system
- Probation system
- Civic amendment
- Exemption on licenses

Such strategies take a major place and in many countries, the timeliness and importance of the death penalty for crime prevention and control are emphasized, while in other countries, the death penalty is implemented for the prevention and control of these crimes. Currently, the death penalty is actively practiced in only 36 countries. The death penalty has been completely abolished in 103 countries of the world. In those 50 countries, the death penalty is not implemented in practice even if it is imposed by the court. Even in countries with the death penalty, those under 18 are generally not sentenced. But in the four countries of Saudi Arabia, Sudan, Pakistan and Iran, this situation is different and those under the age of 18 are also given the death penalty. The death of Christ is a very good evidence that the death penalty has been practiced since ancient times. Since before the beginning of the Christian year, the death penalty was in force not only in countries like Rome and Greece but also in Sri Lanka.

However, is the death penalty timely for the control of crimes that are growing day by day in the Sri Lankan social system? The research was conducted to ask the opinion of the

society and a fixed number of 100 people was used for the research. It contains 44% males and 56% females. 25 people between the age of 16-25 years, 25 people between 20-30 years, 40 people between 30-50 years and 10 people between 50-60 years were used for the research. 92 persons were divided into Sinhalese, 03 Tamils, 02 Muslims and 02 Burghers. Accordingly, 69% of them were in favor of the death penalty for the heinous crimes in the society, while the other group, i.e. 31%, said that the death penalty should not be given. What is heinous crime and the utility of death penalty for those crimes, it was shown as follows. Here, as crimes, child abuse, rape, robbery and theft, activities related to the use and sale of drugs, murder and racist activities were identified, in which 28% said that the death penalty should be given for child abuse, 43% for murder, 11% for rape and 11% were racist. 8% for activities, 10% for drug use and sale and 10% for the death penalty have given their consent for the respective crimes.

11% confirm that various correctional methods are appropriate for these crimes, but 78% suggested that they are inappropriate, and although these methods are good according to the level of implementation in different countries of the world, it is not appropriate according to the socio-economic political level of this country. it was. It was according to the order of the data contributors that it would not be possible to implement such a situation in the Sri Lankan society due to the following reasons.

- Not properly rehabilitating the relevant criminals
- Not functioning properly
- Political pressure on this
- Governing all legal conditions over money
- Further training criminals in these institutions or processes

Accordingly, it can be concluded that due to these issues, the criminals are not only committing more crimes, but suppression. Also, in the matter of whether people in the society are motivated to commit the crime again by giving the death penalty, the majority thought that 73% said that by giving the death penalty, the other people will not be motivated to commit the related crimes. There it was shown that it is an example for the society and 27% indicated that it is not so. They show that criminal behavior is a matter that comes from within the person and even if the death penalty is given, those with criminal behavior will repeat the same crimes. Here, as the reasons why people commit so many crimes,

- Officials not implementing the law properly in this country

- Man's disrespect for the law
- Coexistence of political power and underground power

It has been emphasized that other factors such as poverty cannot be justified for crimes. Also, it could be emphasized here that the existing religious and cultural ideas are not enough for crime prevention and control and for that the role of religion should be at a high level.

- The incompatibility of those ideas for the present
- Absence of strong solids
- People's lack of love for religion today
- Man withdrawing from those views due to the actions of religious leaders
- Some ideas have been rejected because man has become rational

The facts can be identified. Thus, the effectiveness of positive ideas for the death penalty can be identified in Sri Lankan society.

A criminal law is primarily intended to protect and promote social welfare. Also, the purpose of the criminal law should be that the punishment for the crime committed by the offender should be severe. Although there are conflicting views on the death penalty, looking at the general idea of the whole, it is clear that crime is a socially rewarding act. Accordingly, punishment is expected to prevent further criminal acts. There are a number of different ways to move towards that goal. One of these is to act on the whole body or a part of the person who has committed a crime in such a way that the crime cannot be committed again.

Even though successful methods can be followed in preventing criminals from committing further crimes, at present, criminals resorting to repeated crimes has become a primary problem. In this way, it is possible to identify how different countries follow different methods to suppress violent criminals, where some countries implement the death penalty and some countries follow successful character correction methods to rehabilitate the minds of criminals. However, some studies clearly confirm that repeated crimes have not been avoided in such societies. According to some who say that crime and conflict are necessary for the social process, crime is a disease of the social animal. It is pointed out that it is wrong to hold them responsible for those crimes because they committed them as a result of that disease. Also the person refrains from committing crimes due to the fear of punishment. Therefore, the most effective way to prevent crime is to implement deterrent punishments. Because punishments are applied to social control, the individual's involvement in criminal behavior is controlled by his thinking. Therefore, it is clear that for the sake of social safety and for the creation of a

good crime society, it is possible to implement the law properly and to give the death penalty to those who engage in crimes to achieve the desired goals. Due to the fact that a heterogeneous society has been created through the social environment that has arisen with the modern globalization society, it is essential to implement punishment methods in a proper manner for such social control.

- **For which crimes do you think the death penalty should be given?**

Preferred order	Child abuse	Racist activities	Destruction of ecosystems including reserves	Misuse of intellectual property	Drug use
First preference	28	43	11	8	10
Second preference	31	30	18	6	6
Third preference	9	2	52	33	4
Fourth preference	10	-	-	30	60
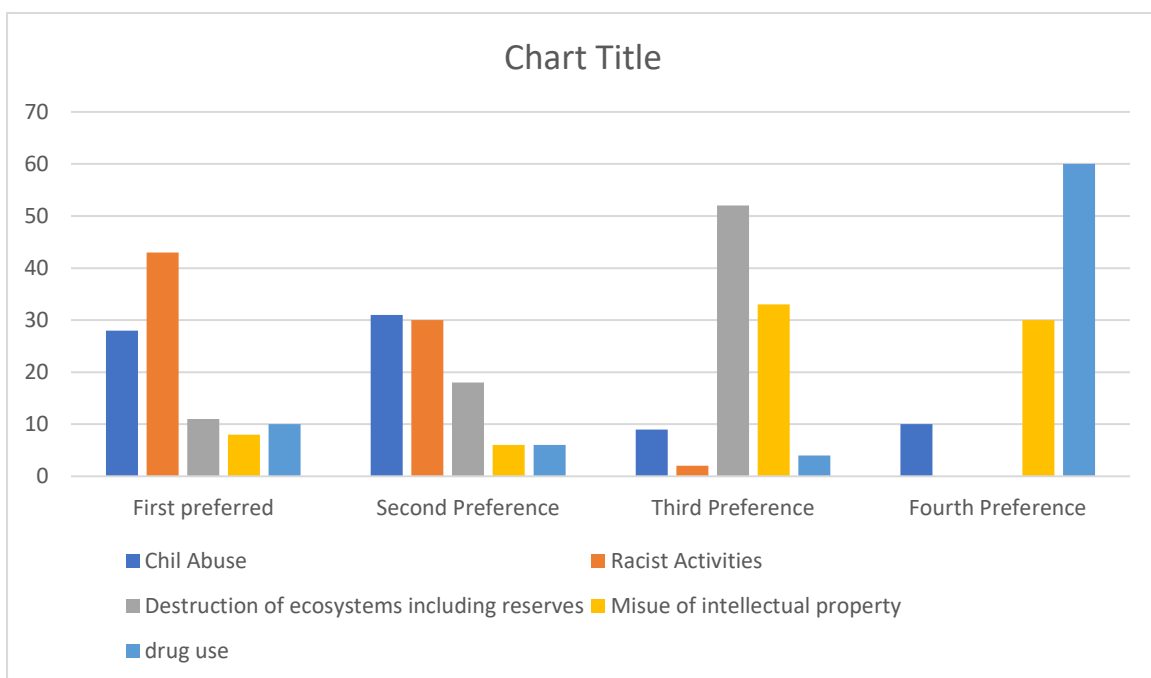
When considering which crimes should be given the death penalty, the majority of data contributors chose the death penalty as their first preference for child abuse. Also, it has been pointed out that racist activities are suitable for giving the second degree death penalty. Also, in the first will, the death penalty says that a small number of people should be given the death penalty for the destruction of ecosystems, including reserves, and for the misuse of intellectual property. Also, another small group suggests that the death penalty should be given for drug use. Accordingly, by suggesting that more people should be given the death penalty for murder in social crimes, it is clear that murder is the highest crime in society and the strongest punishment is death penalty.

- **Is there a timeliness in imposing the death penalty?**
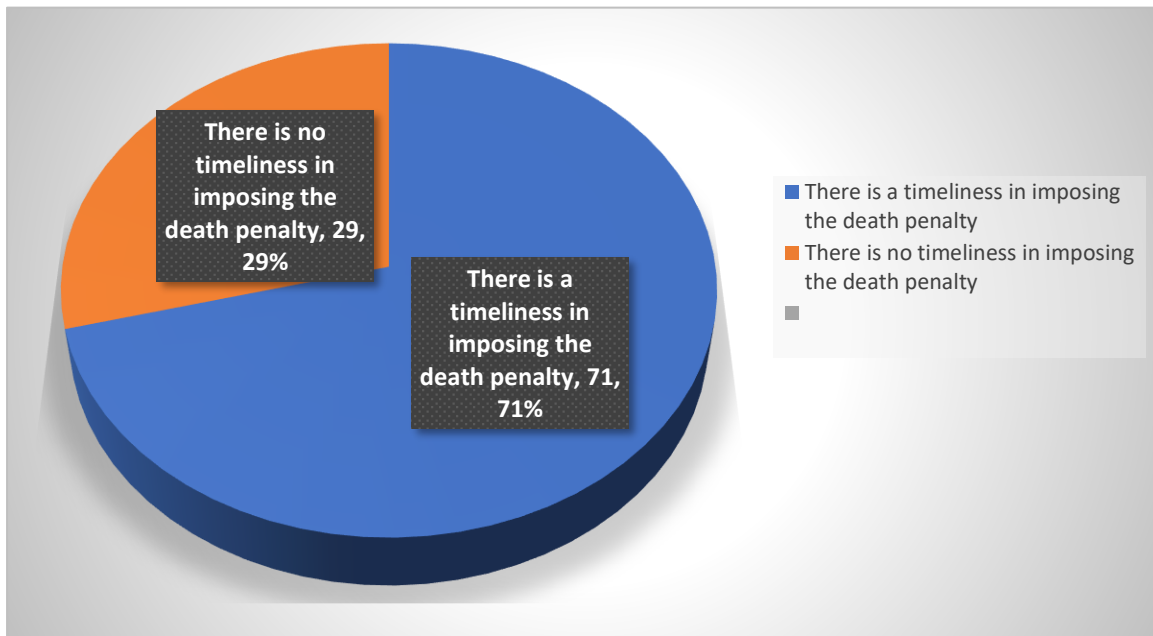
In today's Sri Lanka, the death penalty has been prescribed for matters related to murder, rape and drug use and sale, but the death penalty does not exist in an effective form.

But public opinion is shaped by the fact that it is timely. Because the whole society accepts that crime can be reduced through the death penalty in order to suppress the ever-growing criminal behavior. A society does not stop the limits of wrongdoing, even if according to its philosophy, the imposition of death penalty or loss of life is seen as wrong by a society. Also, because there is no standard in the society that can minimize any wrongdoing. Accordingly, it is said that the death penalty is a timely thing, based on the events of the current social system, many people accept that a society will be safer by giving the death penalty for one life. It is also the social acceptance that there are behaviors that cannot be changed in any way, even if rehabilitation or remedial measures are implemented. Also, in committing such crimes, there are many cases where those people make crime their livelihood and place the blame on themselves for earning money in the distant past and work to collect money during that jail time. The society does not have a very clear view of the implementation of the law in this way and the place given to criminals. Therefore, the death penalty is recognized as a timely thing to combat crime in today's society.

Conclusion and Suggestions

According to the data contributors in this study, the opposition to the death penalty was presented as a five-pronged approach (more pro, partisan, more neutral, more disliked, more disliked) as follows.

Opposition to the death penalty

There were 39 more parties, 27 parties, 03 moderates, 05 dislikes and 26 more dislikes.

Accordingly, it can be concluded that the general opinion in favor of the death penalty in Sri Lanka has been formed due to the fact that a total of 39 people have voted in favor of the death penalty and 27 have voted in favor of the death penalty. There should be public opinion on the category of crimes for which the death penalty should be imposed, as well as on the issues related to the use and sale of drugs for murder, rape, as well as the destruction of ecosystems, including ecstasy for racist activities, child abuse and other activities. Public opinion is that the death penalty should be abolished. Accordingly, it can be concluded that the death penalty should be abolished in Sri Lanka and it can be seen that public opinion has been created so that crime can be controlled.

The data contributors used for the death penalty were divided into four sections. That is, university lecturers, adults, school children, university students, and so on. Here, school children have a neutral opinion on giving the death penalty. Also, university students have given their allegiance to the death penalty. Adults also have a neutral view of the death penalty and university lecturers affirm that the death penalty should be used to prevent crime. Different age groups and different levels of education as well as people from different professions have different views on the death penalty. Thus, school children have a neutral opinion due to their lack of knowledge about the death penalty and their lack of understanding of crime. With the increase in crime, university students are pointing out the need for punitive measures to control it. In the opinion of the elderly, some people say that the death penalty should be given and others should not be given.

University professors also point out that the death penalty prevents individuals from committing repeated crimes. It also points out that severe punishment prevents individuals from turning to crime.

Accordingly, there were differing views among the various database groups on the imposition of the death penalty, but the total number of databases was one hundred. 66 of them have given their allegiance to the death penalty. It affirms that the death penalty should be implemented on the basis of promoting the well-being of the current social order, bringing about social reform, reducing social crime as well as enforcing the rule of law in order to combat crime. Sometimes it is said that the destruction of life by religion or philosophy is wrong or that a moral society can be destroyed by such things, but in the end it is appropriate to give the death penalty. Also, no matter what the police, judiciary and prisons do to suppress criminals, it is a serious social problem for criminals to be acquitted of their crimes and commit crimes again and again. There, minor offenders are seen committing heinous crimes after returning from prison. For these reasons, attempts have been made to rehabilitate criminals through rehabilitation and other means, but the intended objectives have not been achieved. Therefore, the social opinion has been created that punishment is the most necessary thing for the suppression of crime. Therefore,

"It can be concluded that public opinion has been created in favor of the death penalty. Current public opinion regarding the usefulness of the death penalty for the prevention of crime."

Public opinion was created on whether the death penalty should be used for crime control and the ideas and suggestions made by the people themselves are very important to create a

better society for crime prevention and social control in the present society. This is because when one looks at the systematics of a society from the outside, one is able to better understand its shortcomings or successes and failures. Accordingly, the proposals made through public opinion can be examined as follows. Reorganization of all institutions related to crime prevention

- Separation of political power and underworld power

- Presenting religious ideas in a more powerful way

- Implementing physical and mental programs required for crime prevention

- Identify the root causes of crime prevention due to social, economic and cultural factors and take steps to remove them from the society

- Enforcement of law and order to control crime in a fair and equitable manner

- Reorganization of current laws

- Incorporating positive thoughts and attitudes into children's minds through socialization

- Continuation of the existing ban on the death penalty

- Exception to that validity, except in the following categories: Execution of the death penalty until further notice with effect from a specific future date. (This means that this exception does not apply to all those who have already been sentenced to death and are in prison)

- The masterminds of the suicide bombings

- A definition should be developed for large-scale drug offenders and minor offenders who are not subject to the death penalty.

- Sequential Assassins

- The consent of the relevant international community should be sought to implement the above exceptions until the current serious threats to Sri Lankan society are addressed and the annual situation reviewed.

In this way, in summarizing the views and proposals of the public opinion on the timeliness of the death penalty for crime prevention in Sri Lanka, it was given the opportunity to reorganize the existing institutions for the prevention of crime, to enforce the law properly, and to give those institutions appropriate powers to control crime. Also, in today's society, the power of the country is exercised by none other than the politicians, who maintain the power of the underworld in a way that is invisible to the society in order to isolate some of the illegal

activities of politicians as well as their political enemies. So in such a background social crimes are more likely to happen.

It can be controlled and properly enforced through law enforcement to reduce the large number of homicides.

Also, religion is something like people's lives. There are Buddhist, Hindu, Christian and Islamic religions in Sri Lanka, and the religion can clear the minds of the people and make them aware of the ill effects of crime. It also strengthens religious beliefs by pointing out the doctrines that exist in religion, thereby preventing the individual from inclining to commit crimes. There are also various social, economic and political factors that contribute to crime. By providing proper solutions to these causes, crime can be prevented. That is, if a person commits a crime due to poverty, he is involved in theft, robbery and various other scams. Therefore, by giving him financial relief and the opportunity to enrich his life, people's inclination towards crime can be reduced. At the same time, the law must be enforced on the basis of equality for all, for the poor and the rich, or for individuals with strong disabilities, regardless of their status. Because of the principle of equality, people respect the law. So crime does not happen in society because we know that crimes are committed by law and because people respect the law.

Individuals are encouraged not to resort to such crimes by being aware of the type of crime for which such a law applies in the death penalty. Individuals need to be aware of the crimes for which the death penalty is being used. Also, the implementation of the death penalty for such crimes reduces the chances of individuals committing crimes. Under the influence of international politics, the death penalty must be addressed. It also enables a government to address the severity of annual crimes and to provide annual reviews. It is a universally accepted fact that there are exceptions to every rule. In the social sciences it is much different. Therefore, it is important to include the death penalty in the law books as an exception to the fact that serial killers are the masterminds of suicide bombings and large-scale drug perpetrators continue to pose a threat to humanity. It is reasonable to admit that such murderers are the ones who give up their right to life. It is not difficult to admit and prove their guilt in any court and they can certainly be considered irreversible decisions. The implementation of such resolutions will provide an opportunity to curb criminal behavior, while the ideas and suggestions created by public opinion will influence their own solutions to what society expects, and public opinion in favor of the use of the death penalty. It can be pointed out that they fabricated facts.

References

Abhaya, Sundara Praneeth (2002), Buddhist Social Administration and Criminology, S. Godage Publications, Colombo 10

Amarasekara, Daya, (2012), Criminology, Ariya Publishers, Warakapola

Amarasekara, Daya, (2010), Sociology Theories and Methods, Ariya Publishers, Warakapola

Amarasekara, Daya, (1988), Sri Lanka Society Sociological Inquiry, Ariya Publishers, Warakapola

Amarasekara, Daya, (2008), Social Issues in Sri Lanka, Ariya Publishers, Warakapola
M Jayatunga, Ruwan, (2003), Psychological Counseling, Wijesuriya Book Center, Mulleriyawa

Karunatilake, K (1998), Crime, Juvenile and Rehabilitation, Malinga Spokespersons

Karunatilake, K, (1990), Criminology Approach, Malinga Publishers, Colombo

Cooray, Niranjan Krishantha, (2005), Abuse in Sri Lanka, Vidura Publications, Colombo 08

Costa, Jayatissa (2002), Criminology, Chathura Press, Wellampitiya

Gamage, Gunasena, (2008) Ancient and Medieval Law and the Judiciary, Saraswati Publications

Jayatunga, Nadira, (2010), Crime in Sri Lanka and Its Socio-Cultural Background, As Godage Brothers, Colombo 10

Jayaweera, Sudheera (2008), Social Review Articles, University Publishers, Nugegoda

Jacintha, Anthony, (2006), Child Development Imagination and Creativity, Lamp Publishers, Colombo 08

Niranjan, Krishanth, (2009), Children of Sri Lanka who turned to crime, Blessing Spokespersons, Mirigama

Tissa, Gnanatilake Thero, (1984), Buddhist Analysis of Human Problems, As Godage Publications, Colombo 10

Knox, Robert, Hela Diva, Pari - David Karunaratne, MD Gunasena & Co., Colombo

Paranavithana, Karu (2008), Politics of the Fourth Government, Wijesuriya Book Center, Punchi Borella

Peiris, Jill, (1979), Criminal Law of Sri Lanka, (Pari Sepala Ratnayake), As Godage Spokespersons, Colombo 10

Perera, Gnanadasa, (2000), Unusual Behavior, As Godage Brothers, Colombo 10

Perera Gnanadasa, Fonseka Nuwan, (2004), Therapeutic Psychology, Millennium Publishers, Colombo 10

Perera, Swarnalatha, (2006), Social Issues, Entertainment Publishers, Nugegoda
Fernando, Neil Jayatunga, M. Ruwan (2003), Therapeutic Counseling, Wijesuriya Book Center, Mulleriyawa

Bandara, Dhammika, (2014), Code of Criminology, As Godage Brothers, Colombo 10

Bandaranaike, Lalith Vijitha, (2002), The Solution to Crime in Sri Lanka, Author Publications, Yakkala

Mahendra, S, (1997), The Rise of the Media, As Godage Publishers, Colombo 10

Rathgama, Samitha, (1994), Inquiry into Prison History, As Godage Brothers, Colombo 10

Ratnapala, N, (1990), Principles of Criminology 01, Warakapola, Ariya Publishers

Ratnapala, N, (2015), Principles of Criminology 02, S. Godage & Brothers Pvt. Ltd., Colombo 10

Weerasinghe, Tudor, Sri Ranjan, Dharma Keerthi, (2005), Journalism, Sri Pali Campus, University of Colombo

Open University of Sri Lanka, Criminal Law, Vol. I.

Sarachchandra, W, (2002), Criminology, Chathura Printers, Wellampitiya

Samarasinghe, Ajith, (2003), Abuse of Women and Women, S. Godage & Brothers, Colombo 10

Senanayake, Harshana, (2006), Child Abuse and Abuse, Godage Spokespersons, Colombo 10

Harischandra, Ruwan (2013), Criminology, Typography, Negombo

Rajapaksa, Chandrasiri and Weerasinghe, Tudor, (2002), Journalism, Reconciliation Printing and Publication

Awareness of Counseling Psychology and the Significance of Counseling Service for the Graduate Studies

W.S.N. Siriwardhana
Department of Sociology, Faculty of Arts
University of Colombo
wsnsusi@gmail.com

Abstract

The study focused about students' Mental Health Wellness from the psychological aspect and social psychological perspectives, as well as the study mainly investigated to identify challenges and complexities faced by the university students. In the study, the researcher was interested in exploring the following question: how important is Psychological Counseling in the university student community? The main objective of the study was to identify awareness among the university undergraduate community on Psychological Counseling. Because of the recent demographic and societal changes, undergraduates encounter several particular difficulties. The greatest degree of expertise in psychological counseling represented fewer than 10%. Up to 23% of the respondents had less in-depth understanding of the topic. Up to 27% of respondents seeking therapy at the institution are those with less knowledge. 33% of the students in the university's internal environment have suffered from some mental issue and 92% of students' do not reach psychological counseling. Findings show the importance of conducting relevant programs for undergraduates in every year at the university and building up the awareness of counseling psychology.

Key words: *counseling awareness, counseling service, psychological counseling, undergraduate*

Introduction

The study looked at the value of counseling services for graduate undergraduates in the context of Sri Lankan universities. Graduate undergraduates typically work in a setting with less assistance than undergraduates, necessitating substantial self-motivation in order to structure advance through graduate programs (Hyun, et al., 2006). Passing the important competitive exam and becoming a member of the university community might be difficult for the undergraduate in certain ways. A young person can be identified as a high achiever in education even though they spend some important waking hours in their lives. Graduate undergraduates are more likely than in the past to be entering graduate school with a variety of financial and familial obligations. The university years can also be seen of as a time when a person is transitioning from adolescent to manhood and beginning to take on social responsibility. However, the issue of diversity is constantly raised among university undergraduates, and there are several reports that those undergraduates who struggle with it confuse crucial facets of their academic and personal lives.

There are too many obligations and responsibilities for undergraduates in university life, according to the research. Additionally, graduate undergraduates participate in preserving institutional culture; this includes a subculture within the university with similar beliefs and customs. The ability to adapt to a new culture should be cultivated independently by undergraduates; this is what sociologists refer to as the socialization process. The study's primary aims are to discover issues that university undergraduates encounter in counselling process in university context. And as a result, to determine whether, as anticipated, the physiological alleviation received from the university counseling service.

The extent to which this complex process is significant to university undergraduates was something the researcher intended to investigate in the study. As evidenced by the recent rise in the prevalence of most emotional issues. At university counseling services, relationship issues were the most often reported issues prior to 1994, but following that year, stress/anxiety issues predominated (Storrie et al., 2009). These conditions have been found among the university population in Sri Lanka. This includes a review of the supporting literature, the study's methodology, and a wider discussion of the research's findings, conclusions, and researcher-proposed recommendations.

Research Background

The study conducted a sociological analysis of the significance of psychological counseling in the population of university undergraduates. We now view counseling in our comments as a career-oriented topic with a strong professional responsibility for its service and as the foundation for professional welfare, social welfare, and social security while preserving professional ethics. With reference to the philosophers who pioneered the origins and evolution of counseling as well as the widely discussed subject of counseling, this article aims to provide in depth, under the heading of the literature review, the theory and idea presented in the development of the subject. In order to solve the wide range of issues that a person in a particular social system is inevitably faced with, it is sometimes essential to ask for another person's assistance. You might think of psychological counseling as a method that meets that are in need of (Borgen, 1984). The interaction between both the counselor as well as the agent is another way to define counseling. This connection may exist between two persons, or even more than two in specific circumstances. It seeks to make the performer's thoughts and understandings clear over his lifetime, help him select the significant modifications he desires, and help him deal with emotional and interpersonal issues.

Methodology

The study adopted descriptive survey the study design that used mixed methodology that collected both quantitative and qualitative data. Under the Survey method Case studies and interviews were the primary research methodologies underlying the study. In Additionally structural questionnaire and structural interview tools were used to gather information. The University of Colombo has been selected as the main study area. Faculty of Science, Faculty of Arts, Faculty of Management and Finance and Faculty of Law were selected under the targeted sampling method. Since both qualitative and quantitative data were expected to be collected, questionnaire and interview methods were used under the Survey Method. As it was expected to carry out qualitative and quantitative analysis in data analysis, quantitative data were presented through tables and qualitative data analysis. In addition, it was expected to obtain qualitative data as well as quantitative data from previous studies for this study. The study also identified a number of limitations of the study, suggesting that although consultation is a wide-ranging subject, only a limited number of undergraduates should be selected for study due to lack of time. Due to the lack of a counseling center for the faculty, the study was limited

to 4 faculties and the conscientious client's reluctance to mention their personal matters made it difficult to obtain accurate information through the negotiation process.

Findings and Discussion

Even the most socially recognized institution, the "Education", is one of the most social institutions that contribute to the advancement of society. Therefore, the 'university undergraduate' who is admitted to the university after facing some competitive exams is a completely different culture. Although the university community must be a physically and mentally healthy intellectual, the present situation reveals to us that the university community is facing a lot of tensions in the society.

There are a number of factors that led the researcher to study the need and importance of Psychological Counseling at the University of Colombo. As a university undergraduate, the experience gained during the undergraduate term and the information obtained through contact with the University Counseling Center set the stage for it. This article highlights the relationship between counseling and psychology in the literature review. In terms of the analytical dimension, the results and discussion include the relationship of counseling and psychology, the awareness of the university undergraduate community, the awareness and advocacy of counseling services, the likelihood of the undergraduate being confused, the confusion that the undergraduate faces, as well as the university environment and beyond. The author is expected to make a quantitative analysis of the probability of confronting. The broader focus of the researcher was to discuss the essential factors for counseling and the tendency for non-counseling to persist despite the disturbing emotional disturbances. The researcher has tended to make a proportionate and quantitative presentation on issues such as the Counseling Center and the University's consultant awareness. The researcher has also focused on the likelihood of counseling on gender.

Awareness on Psychological Counseling and Counseling Service

A quantitative examination of the current demand for and awareness of psychological counseling in the undergraduate body of the University of Colombo initially looked at the awareness of the undergraduates in these faculties in the psychology and counseling topic. Here are some quantitative statistics about undergraduates' knowledge of psychology and counseling

from the four faculties chosen for the study. Out of the four faculties, faculty undergraduates are more knowledgeable about psychological counseling. Overall, undergraduates' knowledge of all three Faculties of Management and Law is far lower than that of the Faculty of Arts, despite the fact that there is a common understanding of the Faculty of Arts and Management.

The most significant statistic is that 23% of individuals do not know what psychological counseling is. An important fact is that only around 10% of individuals have any experience with therapy. The faculty as a whole does have some grasp of psychology and counseling, despite the fact that it is quite limited. Only one in ten undergraduates in the scientific faculty are clueless, compared to the 27% percent of undergraduates who do not know anything about psychological counseling.

It has been determined that the existence of a psychological therapy facility inside the faculty's limits was the cause of this. It is clear from the university community at the University of Colombo's general knowledge and awareness of psychological counseling that the university community as a whole has very little comprehension of the university community, despite having extensive knowledge of psychology. The university undergraduate has a highly demanding and hectic study environment, and they are upset that they cannot focus on such things because of the existing educational system and the university administration is not taking a close look at it. The qualitative data collected serves as additional confirmation of this. *"Counseling is crucial for undergraduates, in my opinion. The majority of undergraduates I know have issues, yet they seldom seek counseling. Both the counseling center's address and the counseling office's location are unknown to them. I've never gone to a counseling program or session on campus. A campus session on counseling has never been communicated to me."*

Table 01: Awareness of Counseling Service

	Awareness of Counseling Service				Total
	excellent	good	normal	Poor	

faculty	Arts	7	5	14	14	40
	Management	1	4	16	9	30
	Law	2	6	9	3	20
	Science	1	7	1	1	10
Total		11	22	40	27	100

According to the graph above, only 11% of university undergraduates have a good understanding when it comes to their awareness of the counseling services of university undergraduates.

The Environment of Facing Psychological Problems

Some individuals are struggling in the collegiate setting, while others struggle in a dorm, in private housing, or in their immediate surroundings. There are times when undergraduates experience issues in their families, communities, or cities, and these issues can spark arguments on campus and elsewhere. The table below provides a quantitative examination of environmental factors. It was discovered that the majority of the issues were inside to the institution, with the exception of those who had issues. According to the data, 33% percent of undergraduates having issues in a university setting, 8% percent in a residential issues in hostel setting, and 9% percent having issues in family or personal setting. One of the major issues undergraduates encounter in the university setting is their fear of being sexually assaulted in their first year as well as their dread of admission since they worry about being bullied there. Additionally, this study has found multiple cases of Colombo University undergraduates dealing with stress because of the work load and study goals.

Referring the Counseling Service

The respondents are having a variety of psychological issues because of the academic and family issues. The findings show that there are several conflicts of interest involving the educational system, yet there are very few consultants and Counsellors working for undergraduates. Undergraduates who sought therapy for academic concerns made up 8% of the undergraduate population, but 92 % of recommendations were not made. One of the researcher's key worries is that just 13% of respondents had a degree, compared to 24% for two respondents, 18% for three respondents, and 56 percent for more than three respondents.

One of the highlights of the discussion is that 56% of undergraduates face more than three or more responses, and 56% of undergraduates face many problems at once. But the problem is that even though there is a Psychological Counseling center at the University of Colombo, there is no tendency for undergraduates to get into it and they do not know about Psychological Counseling or counseling service.

As the data above shows, undergraduates are less likely to meet the university advisor even though they are mentally ill due to problems with the education system. The reasons for this seem to be that undergraduates are unaware of the counseling center and the counselor. It was also revealed that although some undergraduates were aware of the counseling center, they had no knowledge of the counselor.

Awareness of the Counselor and Counseling Center

The undergraduates selected for the study at the University of Colombo explored the awareness of the Psychological Counseling Center. The results obtained through the analysis of the data and the undergraduates' understanding and awareness of the counselor employed by the counseling center are as follows. The most well-known of the psychological counseling center was found in 11%, the general level of awareness was 14%, the better knowledge group was 25%, and those who had no knowledge were 50%.

Awareness of the counselor revealed that 9% had a good understanding, 14% said they had some understanding, 19% had a general understanding and 58% had no understanding. The above cases clearly illustrate that the data provided by randomly selected undergraduates for the study, as much as 50%, have no knowledge of the counseling center and 58% are unaware of the counselor. According to the data obtained by the Counseling Center and the Instructor for the study of the undergraduates with the four faculties selected for the study, the knowledge of the counseling center and the instructor is very low in almost all the faculties.

Awareness of the counseling center according to the faculty

According to the data analysis, it is clear that the knowledge of the Psychological Counseling Center is very low in all three faculties of Arts, Management and Law. According to data available at the Faculty of Science, the level of awareness of the Counseling Center of the Faculty of Science is very high compared to the other faculties. That is, out of the ten undergraduates selected in the Faculty, three are very knowledgeable, four are well-informed and two are of general knowledge. The key factor is that the Counseling Center is located at

the Faculty of Science where the faculty and undergraduates are aware of the center and the counselor.

The probability of having problems and counseling in terms of gender

Another important issue that has been revealed in the study is the probability that the undergraduates of Colombo University face problems in terms of gender. The conclusions drawn from the data revealed that gender influences the importance of psychological counseling in the university undergraduate population. 1 out of 100 respondents to the study revealed that gender varies significantly among male and female, that female more likely to have problems.

Crisis Mental Conditions in the University Environment faced by the undergraduates and Meeting the Counselor.

Undergraduates of the University of Colombo face various problems in the university environment. Problems that a person may have in everyday life can be summarized under three sources. They are Biological problems, Psychological problems, and Sociological issues (Kamunyu et al, 2016). Conflict with senior groups and create mental confusion over problems encountered when building relationships with them. Undergraduates are facing emotional distress due to shyness and fear of anxiety, loss of sense, fear of returning to home University translations from family and relatives living in the area.

Conclusion

One of the main conclusions is that the undergraduate community of the University of Colombo may simply have come to the conclusion that there is little understanding of psychology and counseling. Management, Science, Law and other faculties can include the subject of their main stream in order to increase awareness of Psychological Counseling at least in the Colombo University undergraduate community. The second conclusion the researcher makes from the study is that the university undergraduate population is less aware of Psychological Counseling. The reason is that none of the faculty of Psychological Counseling is very well informed among the selected faculties of the university. In this conclusion, it is important to note that all four faculties, Faculty of Management, Faculty of Management, Faculty of Law and Faculty of Arts, have a low level of awareness of the services available. The researcher points out that the lack of awareness among the undergraduate community about the Psychological Counseling service at the University of Colombo is very problematic. In an attempt to overcome this situation, the

researcher suggests that the counseling center should be located in an environment conducive to all the academic faculties located in the University of Colombo.

The university's medical center is currently occupied in an unoccupied room, where undergraduates cannot access privacy while creating credible ideas for the undergraduates. Another possible conclusion from the study is that the university has a comparatively high proportion of faculty awareness of the university and the consultant center. The university's counseling center is one of the main reasons why the university is located now. To ensure better awareness and interest in Psychological Counseling and counseling in the university undergraduate community, it is mandatory for all faculties to conduct workshops conducted by the Consultant Center within the university premises and once a month compulsory awareness workshops are held. Undergraduates should be able to meet with the instructor in secret or by telephone. In such workshops, the consultant should follow some methodology to gain the confidence of those who are in trouble.

Despite the fact that the university community has some psychological difficulties in getting psychological counseling, the lack of awareness of the counseling center and the lack of trust in the counselor does not necessarily lead to counseling. It is pointed out that the need to organize programs to educate undergraduates about the long-term consequences of mental illness and the subsequent adverse consequences, because of the long-lasting effects of psychological crises and the failure of the individual to avoid counseling. Researchers also suggest that psychological counseling service trust programs should be mandated as a matter of professional trust, with professional ethics of counseling.

The researcher comes to the conclusion that there is insufficient knowledge about romantic relationships and safe sex in the university undergraduate population. The researcher points out that it is compulsory to have adequate sexual counseling among the youth who are elected to universities. The researcher proposes to conduct workshops on sexual counseling, representing undergraduates each year at the university. It shows the importance of conducting such programs for undergraduates every year at the university and taking the attitude of the university undergraduates as a back-up. Another important conclusion from the study is the fact that university undergraduates feel strongly about home (home sick). In the university community, undergraduates feel strongly about home, the stress of exams, the stress of not being able to hand over the assignment date, and the mental disorganization caused by the failure of the exams. Recognizing the frequent mental confusion and turmoil that the university

undergraduate community faces, the researcher finally suggests that the administration structure intervene and provide some cultural and literary value-added programs and programs for a period of time for the undergraduates' psychological well-being providing necessary arrangements for the work.

References

Borgen, F. (1984). Counseling Psychology. Annual Review of Psychology, Retrieved from: https://www.researchgate.net/publication/16827917

Hayes, J.R. (nd). Cognitive Psychology: Thinking And Creating, Retrieved from: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=cognitive+psychology+pdf&btnG=#d=gs_qabs&u=%23p%3Dwj3jnLxA744J .

Hyun, J.K., Quinn, B.C., Madon, T., & Lustig, S. (2006). Graduate Undergraduate Mental Health: Needs Assessment and Utilization of Counseling Services. Retrieved from: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=psychological+counsellng+for+university+undergraduatea&btnG=#d=gs_qabs&u=%23p%3DwtN-8CTd0TsJ .

Kamunyu, R.N., Ndungo, C., & Wango,C. (2016). Prevalence of Counselling Services among University Undergraduates in Kenya. Retrieved from: https://www.researchgate.net/publication/322628928

Storrie K, Ahern K, Tuckett A. (2010). A systematic review: Undergraduates with mental healthproblems. *International Journal of Nursing Practice*, Retrieved from: *https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=The+practical+importance+of+psychological+counseling+and+the+practical+problems+and+appropriate+solutions+available+to+the+university+undergraduate+for+counseling.&btnG=#d=gs_qabs&u=%23p%3D66VMeD-oX54J*

Hot and Cold Concept and Its Impact on Undergraduates Health Behavior

P.D. Wickramage[1], B.F. Sabrina[2]

Temporary Lecturer, Department of Sociology, University of Peradeniya, Sri Lanka

Temporary Lecturer, Department of Sociology, University of Peradeniya, Sri Lanka

paviwick15@gmail.com,fathimasha795@gmail.com

Abstract

The hot and cold concept is a prominent feature of traditional medical systems found all over the world. It is used in preventive, curative, promotive as well as in rehabitative aspects of health by people around the world. The objective of this research was to study how undergraduates practice hot and cold concept in their daily life. A qualitative study was conducted in the Faculty of Arts in University of Peradeniya. Ten respondents were selected through purposive sampling to conduct in-depth interviews and the collected data was analyzed thematically. According to the study findings hot and cold concept has impacted on the undergraduates' health behavior. It includes the health behaviors related to food and beverages, diseases, bodily conditions, climate and seasons, time period, bathing, clothing, and medicine. Undergraduates categorized food and beverages as hot and cold depending on how each food item impacts the human body. Further undergraduates classified vegetables, spices, fruits, green leaves, grains, oil varieties, yams, dairy products, beverages, meat, and seafood items based on hot and cold nature. Health behaviors related to bodily conditions describe how the respondents categorized their bodies as hot or cold. It describes how their bodily conditions make the differences in influencing the same causes as roots for the diseases where hot or cold nature of other elements and forces in the environment affects differently on them. Further, the study discovered how undergraduates' health behavior changes according to the climate and seasons. However, it is important to note that undergraduates' health behavior and their preferences are highly influenced by the existing facilities within the university including canteen facilities and medical facilities.

Key words- *Hot and cold concept, undergraduates, health behavior*

Introduction

Health is supreme to all other wealth in life. The state of health of an individual can determine the quality of his/her health. Health is not solely refers to physical wellbeing; rather it is "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity" (World Health Organization, 2000). People all over the world follow various health practices to promote their heath. Religious beliefs, philosophical backgrounds, culture, and environmental conditions can affect people's health behavior. Religion and philosophies guide people's health behavior by defining do's and don'ts. However, healthy practices are necessary to keep a person healthy throughout his/her lifetime. Hot and cold classification is one of the prominent health practices in many cultures. It is perhaps the most widely known common medical belief system in the world that comes under traditional medicine. Traditional medicine is identified as complementary and alternative medical system. "complementary and alternative medicine (CAM) describes a group of health care systems, practices and products not presently considered to be part of allopathic medicine (National Center for Complementary and Alternative Medicine,2010)

Traditional Medicine has a holistic approach that focuses not only on human body but also on individual, his / her way of life, food behavior, activating immunology, enhancing hygiene, seasonal adaptations, mental wellbeing, and balance with the environment, appropriate behavior and social factors. It is different from allopathic system of medicine as it always concerns about the individual aspect of health. Traditional medicine intends to improve the preventive aspects of health.

Hot and cold concept observed in Ayurveda, Deshiya Chikithsa, and Traditional Iranian Medicine and also in many other traditional medical theories, including Unani (Greek), Arabic, Japanese, Korean, Roman, Indian, European, African medicines, Chinese traditional medicines and many other traditional medical systems.

According to the Ayurvedic system, the earth is made up of five great elements and individuals can be divided up into three categories by their chemical make-up and temperament (Svoboda, 1992) The Chinese system of humoral medicine emphasizes the importance of keeping a balance between the two opposite forces of Yin and Yang (W. J. Bishop, 1995) Yin is believed to be cold and Yang is believed to be hot. However, the classification and the classified

components are sometimes controversial. For example, rambutan (Nephelium Lappaceum) is considered cold by some and by others hot (Uragoda, 1987).

Although, hot and cold concept is largely considered to be related to the preferences of food and beverages, it has links with other aspects such as clothing (some materials considered to increase human body temperature), medicine, bathing, and weather as well. Further "in the humoral theory, in which people are categorized regarding their dominant body fluid, the people with a dominant hot humor (sanguine temperament that is hot and moist and choleric temperament that is hot and dry) were considered to have a hot nature, and the people with a dominant cold humor (melancholic temperament that is cold and dry and Phlegmatic temperament that is cold and moist) were considered to have a cold nature (Shahabi, 2008)

Hot and cold concept and health seeking behavior relates to one another. In contemporary society sometimes, people fail to consider hot and cold nature because of hectic lifestyles. They pay less attention to the nature of food when they consume food items from restaurants and hotels. Nevertheless, their concern on the type of food intake and preferences in having hot or cold bath increases during deteriorated health. Therefore, they follow popular and folk sector medicine that priorities hot and cold nature in preventing and curing diseases.

Islamic tradition expresses most general commandments about nutrition and health of human beings. The following phrases emphasize the health of people. "Of course man must be careful about food and nutrition" (Sure Abase, verse 24) and states elsewhere: People of faith, if you are worshipper, eat from healthy food that we have given to you and give thanks to God, if you are worshiper (Sure Baqarah, verse 172). The practices of Prophet Mohammad illustrate further about this. Abd'ur- Rahman As -Suyuti in his book describes the concept of hot and cold nature of food items. He emphasizes that hot food is required to be balanced with cold, sweet with sour, and acid with fat. Under the medicine of prophet, several food items, which have hot or cold nature, are regarded with the remedial aspects of them. For instance, it is mentioned that the "sour citrus is cold and dry. From it is made lemon juice which is good for hot stomach." Henna is described as having remedial aspects in treating mouth ulcers and hot swellings (Suyiti, 1990).

Further, there is a prophetic guidance in selecting food items. Lavender, vermicelli, coriander, garlic, wheat, vinegar, chicken, cinnamon, syrup of grapes, ginger, black olive etc mentioned

as hot foods. Spinach, Myrtle, beans, papyrus, dates, onions, melon, walnut, carrots, green olive, and peaches described as cold food items. Also instructions were given in selecting beverages. Drinking cold and sweet beverages considered most beneficial way to preserve health and wellbeing of people. Further it considered facilitating metabolic functions of human body.

Temperament is identified as a key concept in Traditional Persian Medicine (TPM) which categorizes individuals as healthy and ill. This principle is vital in preventive and curative aspects of health. There are four classical elements accordingly earth, water, air, and fire. These four elements have four natures of warmness, coldness, dryness, and wetness. In addition, each body organ has a specific temperament at which it will have its best function. Further, according to TPM each season of the year, colors in nature have particular temperaments. Food and drugs also mentioned as having temperaments for instance white mulberry has a warm and wet temperament, while watermelon is cold-wet. Accordingly, everything including food and drug and even conditions like the climates and weather has its own temperament determined by the change it imposes on the temperament of human beings. Due to this effect, their temperaments are used to maintain health or treat diseases in different individuals, particularly in relation to personalized medicine.

Western medicine does not consider the hot and cold concept. By contrast, it relies in part on the germ theory of disease, which states that invisible microorganisms cause many diseases. Therefore, "Modern biomedical paradigm tends to disregard this theory altogether, stating it to be 'too variable and inconsistent (Inam, 2003)". However, it is worth to note that theory of hot and cold finds its origin in ancient Greece by Hippocrates who is considered to be the father of modern medicine.

Discourse on hot-cold concepts in medical anthropology was initiated by Robert Redfield and Alfonso Villa Rojas presented the first anthropological research on the practice of hot-cold medicine in their work, Chan Kom: A Maya Village in 1934 (Sarah Bourget, 2005). Later on number of scholars has conducted research like George Foster, Audrey Butt-Colson, Ellen Messer, Peter Wogan, Cesareo de Armellada, William Madsen, E. N. Anderson and Peter Worsley about the hot-cold concepts. In the Sri Lankan context scholars like Gananath Obeyesekara, Mark Nichter, Sagara Kusumaratne, C.G. Uragoda, William De Alwis have conducted research on the concept. Hot-cold concept is observed in Deshiya Chikithsa and

Ayurvedic traditions in Sri Lanka. Hot and cold classification in Ayurvedic classics briefly indicates a health regulatory network of weather condition, body condition and a certain quality of food and medicinal material. This network is culturally shaped as are other cultural traits of human behavior. This can be explained both at Ayurvedic classical level (Great Tradition) and at people's level (Little Tradition) (Sagara Kusumaratne, 2005). Individuals apply hot-cold concept to numerous phenomena of daily life like, bodily conditions, climate and seasons, material, clothing, diseases, food, beverages, immunity, personality traits, combination, amount, food preparation and try to prevent as well as cure the diseases. People say that diseases like chickenpox and measles occur during the hot season and fevers due to phlegm occur during the monsoon period (Gananath Obeyesekara, 1976). Hot-cold concept and its related behavior may occur due to the impact of medical system as well as due to the ordinary practices passed through generations. As C.G. Uragoda argues this concept is based on the contribution to the generation of chemical component called Histamine. Some may do not possess knowledge of the concept but ordinary people use it without their consciousness as a part of their day-to-day life.

Hot and cold concept has a long history of use with in Sri Lanka as well as in many of the other countries which goes back to thousands of years especially, it is found in many of the ancient traditional medical systems as a practice used by both doctors as well as ordinary people. Reference to hot and cold is polysemous and made in a variety of contexts to describe such phenomena as; the qualities of seasons, day and night as qualitative times, stages of growth, ripening and development, states of health and causes of illness, emotions, personality types and states of mental imbalance, environmental conditions, the qualities of food and water, and the characteristics of supernatural and celestial beings (Nichter, 1987). Hot and cold concept is important in preventive, curative, promotive as well as in rehabitative aspects of health. Doctors use this concept in diagnosing diseases, doing treatments and facilitating the curing process. Hot and cold as a form of meaning embraces cognitive, evaluative and affective features of Sinhalese culture (Nichter, 1987). Ordinary people use the concept in their day-to-day life in different ways in satisfying their health care needs. Popular culture and popular food practices dominate the preferences of young people. A study about the medical students' beliefs on hot and cold nature revealed that 93% of the first-year students had a strong belief in hot and cold food whereas the same study indicated a contrasting view among final year students

(Inam, 2003). Therefore, it is evident that there are contradictory assumptions on Youth's perception and practice of hot and cold substance.

Numerous health practices can be identified in present Sri Lankan society. These practices have roots from various medical philosophies and theories. Traditional Medicine has a holistic approach which focus not only on the human body but also on the individual, his or her way of life, the food behavior, activating immunology, enhancing hygiene, seasonal adaptations, mental wellbeing, balance with the environment, appropriate behavior, social factors etc. Hot and cold concept and its classification is a prominent feature of traditional medical systems found all over the world. It is used in preventive, curative, promotive as well as in rehabitative aspects of health. It is used by doctors as well as by ordinary people.

Individuals apply hot-cold concept to their day-to-day aspects like, bodily conditions, climate and seasons, material, clothing, diseases, food, beverages, immunity, personality traits, combination, amount and food preparation. This classification guides their daily routine in avoiding unhealthy aspects and in following healthy aspects.

However, western medical theories have contradictory views on this concept as it does not concern about the hot and cold concept, which is a holistic way to satisfy health care needs. Due to several factors at present modern medicine dominates the perceptions of younger generation. In addition, it is unclear whether they practice concepts such as hot and cold nature, which belongs to Traditional Medical system.

Therefore, the research problem of this study is "how hot and cold concept impact on undergraduates' day- to-day life activities?" This research consists of the following research questions to understand hot and cold concept and its impact on undergraduates' behavior. How do undergraduates perceive the hot and cold concept? When do undergraduates apply hot and cold concept? And how undergraduates get aware of hot and cold concept? Main objective of the study was to study how undergraduates practice hot and cold concept in their daily life.

Methodology

The aim of this study to explore the impact of hot and cold concept on undergraduates' day to day life activities. A qualitative study was conducted in the Faculty of Arts, University of Peradeniya. This study used purposive sampling technique to select ten respondents. 33

questionnaires were distributed to select 10 respondents. Sample selection was based on gender, ethnicity, living area; economic status of the university students. Therefore, the study adopted qualitative research design to understand the undergraduates' health behavior associated with hot and cold concept in deeper detail. The data was analyzed using thematic method. The qualitative data collected through the in depth interviews were categorized into different themes considering the themes within data. Therefore, the collected data with reference to the impact of hot and cold concept on undergraduates' health behavior were categorized into 11 different themes and sub themes considering the observed common patterns through inductive method. Finally, the categorized data was analyzed using thematic analysis. This analysis tried to provide descriptive and analytical details about the study.

Defining hot and cold concept

According to the study sample undergraduates define hot and cold concept in different ways. Defining was done based on the characteristics those elements display and their impacts on human body. According to them, anything in this natural environment can be put into these categories. Some respondents define it using Ayurveda. It is also defined as a concept which is used in day today life and a part of our common sense. Some of the respondent depicts that defining hot and cold concept is done through the traditional knowledge and the respondents define it as an essential part of nature and essential component in human body.

Awareness on the hot and cold concept

The awareness on the hot and cold concept is a major role in behaviors related to that which is gained through different sources. Own experiences and others experience gives information about this concept. Individuals' family plays a significant role in this concern. Many respondents mentioned that they got the awareness through their family members.

> All my family members talk about this. Especially, my mother always tells us
> about this concept and how to apply it to our day-to-day life. From the childhood
> we were learning about this through our experiences (Respondent, 1).

Living as a member of the society; we get awareness through social interactions. Social institutions: family, work place, education institutions, media and many other acts as agents of

creating awareness. Some of the respondent has gained awareness on the hot and cold concept informally which is part of day-to-day learning.

Classifications done based on hot and cold concept

According to the study sample undergraduates classify different elements and forces in the environment based on the hot and cold concept. Based on the characteristics those elements display, they are categorized in to these two types. There are many aspects of this classification like food, drink, climate, ointments, bathing, seasons, nature of the body, clothing, personality and emotions etc. Especially, classifying food based on the hot and cold concept is significant among all the respondents.

> Anything that exists in this world can be categorized in to hot and cold. Every component has their own power which can affect another element to be hot or cold. Even the emotions are impacted by hot and cold nature. People lives in hot climatic areas are more active, rough, aggressive and less likely to be calm and quiet (Respondent, 2).

Undergraduates classify numerous aspects in the natural environment are categorized using this concept. It includes wide variety of things which people come across in their day-to-day life and the classification of food is the prominent classification of hot and cold concept.

Health behavior related to food and beverages

All types of food and beverages are categorized as hot and cold taking hot food increase the hot nature of body and taking cold food increase the cold nature of the body. Depending on the impact on human body respondents classified vegetables, spices, fruits, green leaves, grains, oil varieties, yams, dairy products, beverages, meat and sea food etc. as hot and cold which is mentioned as follows in the tables.

The below table indicates how undergraduates classified vegetable varieties based on hot and cold nature. This classification specifies their understanding in hot and cold concept. Further, the respondents did not mention any contrasting ideas in classifying vegetables as hot or cold.

Hot	Cold

Classification of Vegetables	
Breadfruit, Tomato- Cooked, Mushroom	Ladies fingers/okra, Brinjal (Green, Purple and white), Pumpkin, Ripe Jack, Cucumber, Kekiri, Tomato- Raw, Drumstick, Plantain Flower (Banana Blossom), Beans.
Classification of Spices	
Cinnamon,Ginger, Clove, Cardamoms Nutmeg and Mace , Garlic, Chilies	Poppy Seeds/Kasa Kasa, Dill seeds, Turmeric
Classification of fruits	
Carambola, or star fruit, Pineapple,Mango, Dates, Rambutan, Durian, Mangosteen, Lansone (Gaduguda), Wood apple, Jambu or Wax fruit, Cashew Apple, Ugurassa – Coffee plum, Embilla, Koholla laulu	Melom, Sour banana types Papaya, Ash plantain, Passion fruit
Classification of Green Leaves	
	Spinach, Kohila – Lasia, Thebu – Crepe Ginger Or Spiral Ginger,Gotukola,Genda – Purslane,Kangkung / Water Spinach,Ash Pumpkin.
Classification of Grains	
	Green Gram , Barley, Oatmeal, Millet, Peanut
Classification of Oil Varieties	
	Sesame oil, Neem oil, Soya oil
Classification of Yams	
Kalu Ala	Sweet potatoes, Hulankeeriya / Arukka, Hause potato, Country potato,Lotus Root,Dioscorea alata (Greater yam, Water yam, Winged yam and Asiatic yam)
Classification of Dairy Products	
Curd made of cow's milk, Goat Milk, Buffalo Milk	Curd made of buffaloes' milk

Classification of Beverages	
Coffee drink, Wood Apple Juice, Toddy	Aloe Vera Juice, King coconut, Coconut Water, Porridge (Kola Keda)
Classification of Meat and sea food	
Balaya fish, Crabs, Prawn, Salmon, Pork	Sea Weed

Table 1   Source: Study Findings

According to the study findings, classification of spices based on hot and cold nature undergraduates had confusions in classifying turmeric as hot or cold. However, majority believed that turmeric is cold in nature. And mentioned that, that is why Turmeric is used to heal hot diseases. Respondents were able to identify many hot fruit varieties rather than cold fruit varieties in classifying fruits based on hot and cold nature.   And also undergraduates could not identify any hot green leave varieties. They mentioned that almost all green leave varieties are cold in nature. According to the responses of undergraduates, most of the grain varieties come under the cold category.

Moreover, they could not identify any cold grain varieties. The classification of oil varieties also highlights that students are not aware of hot oil varieties. However, they were able to categorize some cold oil verities. The study found that majority of the students has limited knowledge on hot yam varieties. However, they were able to identify many cold yam varieties and they mentioned considering this classification in food consumption. The study found that some of the undergraduates are not aware of the classification of dairy product where they mentioned all dairy products are cold in nature. Classification of beverages highlighted that undergraduates' awareness in classification. Further, some of the respondents argued that not all porridge items come under hot beverage category.

According to the study findings, most of the meat items are considered hot.
Undergraduates believe that greater intake of   meat varieties can increase or
disturb the temperature of body.

have a hot body and I think I have to consider more on it to avoid diseases. I take
porridge (*Kola Kedha*). Also, I eat dill seeds. Usually I drink it in the nighttime.

> Sometimes we put some dill seeds in a glass of water and keep it over a night. And drink the water in the morning. Also we drink moar / a drink made of curd (*Palanchoru)* (Respondent, 4).

Further, students' awareness on hot and cold food classification influences their preferences of food varieties. And depending on the nature of their bodies, they select appropriate type of food or beverage. Food is also choosing to prevent diseases and to cure diseases depending on its impact of hotness and coldness to the body. Food is combined in order to reduce the hotness or coldness depending on the need. Cold items are added to reduce hotness of body and hot items are added to reduce coldness of food.

> We combine dill seeds in almost all food items we prepare as dill see is cold. In addition, we add cucumber (Vellari) when prepare some hot food items. Spinach is added to Dhel malu (Respondent, 5).

Ethnic wise unique practices are also observed regarding food behavior depending on hot and cold concept. Muslim undergraduates talk about how they use it when they practice fasting at the festival Ramadan. As body heat is increased as food is avoided for long hours in fasting.

Health behaviors related to diseases

According to the study sample most of the undergraduates classify diseases as hot or cold. Depending on the category any disease falls, they decide the health behavior. Diseases like phlegm are cold and cold foods like brinjal, cucumber at that time in order to get cured. This behavior helps in balancing the coldness of body by regulating it and not letting it to increase.

> When I am suffering from gastritis, I avoid taking hot food like chili, prawn, salmon and take cold food like cucumber, porridge, sau, barley etc. It gives me a big relief from the pain of gastritis. We use some herbs to manage heat in the body. There is an herb called Mudithumbai, we use it as Paththu to ease the heat caused by headache (Respondent, 5)

The above statement depicts that when undergraduates suffer from diseases which consider as hot, they take cold food items to balance it which facilitate the curing process. Gastritis, skin rashes are considered as hot diseases according to them.

Respondents' statements distinctly declare the ideology that exists in Sri Lankan society about the diseases which is called "*Deviyange leda*". Chickenpox, mumps and measles was

mentioned as the diseases which get due to the excess hotness of body. They categorize these diseases as hot and consume cold food to cure it.

Health behaviors related to bodily conditions

According to the study sample undergraduates categorize their bodies as hot or cold. They mentioned that their bodily conditions make the differences in influencing same causes as roots for the diseases where hot or cold nature of other elements and forces in the environment affects differently on them. Depending on this categorization, they decide their health behavior.

> My body is very cold and I have phlegm always. I cannot eat cold food like green gram, milk rice, spinach, green leaves and cucumber. It easily causes cold and fever (Respondent, 7).

Respondents identify the hot or cold nature of their body through their experiences depending on the characteristics the body display. For example, considering the body reaction to hot and cold aspects of the environment they do this identification.

Health behaviors related to climate and seasons

The study revealed undergraduates' health behavior associated with climate and seasons. Undergraduates consider November, December, and January months as cold. And months from February to May are considered to be hot in nature. They elaborated their hot seasonal health behavior as wearing cotton dresses in the hot season, wearing light color dresses, taking shower longer, bathing dipped in water like, not wearing slippers when taking shower in order to help the body to release the heat.

Further hot seasonal health behavior of undergraduates highlights its connections with their cultural practices. The study found that the Tamil community in the Eastern part of the country has a practice to reduce body heat during the hot season. They prepare "*Aaddik Kool*"/ a type of porridge thatcan be used to reduce the heat in the body. This is prepared in the month of July (Aadi Maatham in Tamil).

In addition, respondents mentioned that they drink enough water and take other beverages to maintain the body hydrated. Watermelon, cucumber, king coconut and the drink made of curd

are used to soothe the body from heat. Further, some of them mentioned avoiding meat varieties during the hot season believing that it can increase heat in the body.

Further the study found the seasonal behaviors of Muslim undergraduates related to the hot and cold concept.

> During the Ramadan (The month of fasting) we feel the heat in the body, may be it is due to the low water intake during the day time. Therefore, we drink cold beverages when we break the fast. We add 'Kasa Kasa' when we prepare juice items. Also, women and men apply henna as a way to reduce the heat. And, we apply 'Surma' to brighten and make the eye cool (Respondent, 8)

Moreover, undergraduates consider suitability of their clothing throughout climate changes. They prefer cotton clothes in the hot seasons and avoid nylon and wool clothing. Further, they minimize the use of dark colors dresses in the hot season.

Health behaviors related to the time period

Undergraduates perceive daytimes hot and night times as cold. Some of them mentioned that they avoid taking bath and avoid eating cold food items at night time due to the cold nature.

> We know that it is not good to take a shower in night. But in some days we do not have time to take morning bath. And sometimes hostel washrooms are full with the queues of students. And there is no competition in the night time. So on busy days, I used to take the shower in nighttime (Respondent, 7).

Even though students are well aware of this classification, they are unable to stick to this rule due to some constraints. Some of them used to take the bath after they reach their residents in the evening. Availability of the facilities, nature of residence also can be considered significant in determining undergraduates' health behavior related to the time period.

Health behaviors related to clothing and bathing

Interviews with undergraduates brought their views on their perception and behavior related to taking bath. Further, they consider that the morning bath is good for health. Some of them, remarkably Tamil respondents mentioned about the use medicinal powders in bathing.

> People say that it is good to use medicinal herbs and powders than using soap items. Sandalwood powder, green gram powder and turmeric powder are good

> for skin and help to decrease the heat. I apply this while I am at home. But I
> could not do these things when I stay at the hostel (Respondent, 4).

According to the above statement, sandalwood powder, green gram powder and turmeric powder are used by the students to maintain body temperature. However, they are unable to follow these practices when they stay at residential halls. This statement further indicates the gap between knowledge and practice. Even though students have the knowledge to about health practices they are unable to apply it due to many constrains.

Health behaviors related to clothing

The selection of fabrics of clothing is also connected to the health behavior of people. Respondents mentioned that some clothing materials do not match for hot climate and hot body. In addition, they mentioned about the color selections of their clothing.

> Cotton is one of the best fabrics for hot weather. Not only is it cheap and hugely
> available, but it is also great for the heat. Cotton is soft, lightweight, breathable,
> and soaks up sweat, allowing heat to escape the body and for you to stay cool.
> Linen, Rayon and Denim are also good for hot weather. But, you know, denim
> tends to be a heavier fabric (Respondent, 4).

Many respondents mentioned that they prefer to wear light color dresses, dark colors especially black, absorb more heat since they'll absorb more light from the environment. However, the study found a variation in clothing. Male undergraduates did not show much interest in color selections and fabric selections of clothing. They did not have selections in fabrics. Besides that, some female respondents stated their preferences in wearing uncovered shoes. According to them, uncovered shoes release the body heat. Also they stated that uncovered shoes can reduce foot cracks.

Health behaviors related to medicine

Discussions with students highlighted that they are aware of the hot and cold nature of medical substances. The majority of them stated western medicine as hot. Further, traditional medicine especially the Ayurveda medicine and Deshiya Chikithsa are considered cold as per them. However, some of them use western medicine since it is easily available in the university. Further, some of the respondents mentioned that they rarely use western medicine due to the

nature of their body condition. According to them western medicine increases their body temperature and creates side effects such as throat pain and mouth ulcer.

> Whenever I take western medicine I get mouth ulcers. So to alter this, I usually avoid western medicine. If it is an undeniable situation, then I take thembili and some other cool food items after using the medicine (Respondent, 6).

In addition to that, it is important to note that some of the students are not aware of this classification. They were not familiar with this classification though they recognize their bodies as hot or cold.

Further, the availability of facilities in the university affects undergraduates' usage of medicines though they have the awareness of hot and cold concept and its consequences. Undergraduates' have no accessibility to traditional medicines as traditional medical facilities are not available at the university premises. Therefore, most of the times they use western medicine to cure their diseases. Especially undergraduates who reside at the university residential halls have limited opportunities to use these medicines even if they are aware of the hot nature of the medicine.

Discussion

This section aims to discuss the findings of the study, compare them in the light of previous literature on hot and cold classification, along with the research problem, objectives and questions. Sagara Kusumarathna (2005) describes that hot and cold classification in Ayurvedic classics briefly indicates a health regulatory network of weather conditions, body condition and a certain quality of food and medicinal material. Mark Nichter (1987) also describes that hot and concept exists in a variety of contexts to including the seasons, day and night times, stages of growth, ripening and development, states of health and causes of illness, emotions, personality types etc.

The present study also depicts that undergraduates have the same understanding on the topic of hot and cold principle. According to them food items, beverages, climate, and seasons of the month, clothing, bathing, nature of the body have both hot and cold classifications. Especially, they classified food items based on the hot and cold concept. They classified vegetables, oil varieties, beverages, species, seafood and meat verities, yams, grains, green leaves and dairy products based on hot and cold nature.

Gananath Obeyesekara (1976) elaborates on the classification of diseases based on hot and cold nature. Chickenpox and measles considered to occur during the hot season and fevers due to phlegm occur during the monsoon period. In addition to above-mentioned diseases undergraduates mentioned eye diseases, skin rashes, cracks in foot and mouth ulcers as diseases occur due to excessive heat in the body. And students mentioned how their health behavior changes according to hot and cold nature of the diseases. In addition to that, undergraduates elaborated about the hot and cold nature of medicine. Even though undergraduates' are aware of the hot and cold nature of medicine, some of them have the least possibility to make choices regarding medicine. This happens due to the limited access to traditional medical facilities at the university.

According to Chandani Liyanage, (2018) seasonal behavior affects food patterns. According to the classification in the summer season, hot foods such as tomatoes, pineapples and pickles should not be eaten. The present study also depicted that undergraduates avoid eating some food items during the hot season. Instead of that, they use cold food items to avoid hot seasonal diseases. Further, the study identified how undergraduates' choices of food and clothing

changes during hot and cold seasons. According to the study female undergraduates showed their attentiveness in fabric selections. They prefer cotton material for the hot season and avoid dark color clothing as dark colors can absorb the heat. However, male respondents of the study did not show interest in selection of materials.

Further, this study indicates that the availability of the facilities and the nature of the residence can affect undergraduates' health behavior except their knowledge and understanding about the hot and cold concept.

Conclusion

The study uncovered details about hot and cold concept and its impact on undergraduates' health behavior. It discussed about how undergraduates' define hot and cold concept, and their health behavior related to food and beverages, health behavior related to diseases, bodily conditions, climate and seasons, time period, bathing, clothing and medicine. By considering all the facts mention above, it is clear that hot and cold concept impacts the undergraduates' health behavior.
Food and beverages are categorized as hot and cold depending on how each food item impacts upon the human body.

Further undergraduates classify vegetables, spices, fruits, green leaves, grains, oil varieties, yams, dairy products, beverages, meat and sea food etc. as hot and cold. They use this concept to prevent diseases and to cure diseases depending on its impact of hotness and coldness to the body. Combination of food items are done in order to balance the hot and cold.

Diseases reclassified as hot or cold and depending on the category any disease fall; they decide the health behavior. Health behavior is practiced by getting appropriate food and avoiding inappropriate food which balance the hot and coldness of the body.

Health behaviors related to bodily conditions describes how the respondents categorize their bodies as hot or cold. It describes how their bodily conditions makes the differences in influencing same causes as roots for the diseases where hot or cold nature of other elements and forces in the environment affects differently on them.

The study discovered how undergraduates' health behavior changes according to the climate and seasons. They change their food preferences, clothing and bathing habits according to the season in order to avoid health issues. Further, it was observed that seasonal health behavior of undergraduates is associated with some of their cultural practices. Also, their health behavior changes according to the time period of the day. Some of them avoid some food items in the nighttime. Further, they consider that the morning bath is good for health. Undergraduates revealed their preference of wearing lightweight cotton fabrics for hot seasons. However, male respondents did not show much interest about the selection of fabrics and clothing.

Moreover, discussions with students highlighted that they are aware of the hot and cold nature of medical substances. The majority of them stated western medicine as hot. Further, traditional medicine especially the Ayurveda medicine and Deshiya Chikithsa are considered cold. Finally, the study concluded that though they have awareness on the use of hot and cold concept, there are limitations in putting it into practice as most of them living on university residential hall. However, they try to adjust their preferences with the existing facilities within the university, which include canteen facilities and medical facilities.

Recommendations

Involvement of the responsible authorities can be recommended to conduct clinical research in order to find the validity of the relationship between hot and cold nature of substances and its impact on human body.

Hot and cold concept of traditional medicine could be integrated to western medical treatments to increase the effectiveness of health care delivery.

Hot and cold concept could be used to address more individualized health care needs through appropriate health behavior related to food and beverages, health behavior related to diseases, bodily conditions, climate and seasons, time period, bathing, clothing and medicine which can increase the effectiveness and efficiency of health care delivery system.

Awareness on traditional medicinal concepts like hot and cold concept can be used to preserve the Sri Lankans traditional medical knowledge.

References

Bourget, S (2005) *Hot-Cold Medicine Revisited: Another Look at the Debate over Its Origin.* Florida: Florida Atlantic University.

Kaushik, P (2018) *Conceptual Study of Ashta Ahara Vidhi Visheshayatana*. European Journal of Pharmaceutical and Medical Research , 5 (7), 226-230

Fakhar, Mahdi, and al. (2016) Some Islamic Pattern in Relation to Food and Water Hygiene. *The Turkish Online Journal of Design, Art and Communication – TOJDAC*. The Turkish Online Journal of Design, Art and Communication.

Gasseholm, M (2012), A *Comprehensive Study of Ayurveda, Traditional Chinese Medicine and Comparison*, California: Department College of Liberal Arts California Polytechnic State University.

Inam, S. O (2003) Beliefs of Medical Students in the Hot and Cold Effects of Food: Impact of Nutrition Education. *Journal of Pakistan Medical Association*.

Jayawardhana, R.S (1999) Concept of Personal Hygiene in Ayurveda. *AyurvedaSameeksha.*Colombo: Department of Ayurveda, 1 (10).

Kusumaratne, S (1995) *Folk Medicine among the Sinhalese*. Colombo: Mahima Printers.

_____ (2003) Indigenous Medicine and Hot-cold classification. *Ayurveda Sameeksha*. Colombo: Department of Ayurveda,1 (11).

_____ (2005) *Indigenous Medicine in Sri Lanka: A Sociological Analysis*. Nugegoda: Sarasavi Publishers.

Laila, A. Z (2017) The Concept of Temperaments in Traditional Persian Medicine. *Traditional and IntergrativeMedicine* , 143-155.

Lehtonen, K (2003) Indian medical system. India: Ayurgreen Health Institute

Leslie, C (1998*) Asian Medical Systems: A Comparative Study*. Delhi: MotilalBanarsidass Publishers Pvt.

Liyanage, (2018) Traditional Medicine and Primary Health Care in Sri Lanka: Policy, Perceptions, and Practice, *Asian Review of World Histories* 6 157–184

Nichter, Mark. (1987) *Cultural Dimensions of Hot, Cold and Sema in Sinhalese Health Culture.*Great Britain: Pergarnon Journals Ltd, 25(4).

Obeyesekara, Gananath (1976) The impact of Ayurvedic Ideas on the Culture and the Individuals in Sri Lanka. *Asian Medical Systems: A Comparative Study*. California: University of California Press.

Rajesh V. Sawai et al. (2006) Ahara Vidhi : Concepts of Food Intake in Ayurveda with Comparison to Present Era. *International research journal of India*.

Shahabi, S (2008) Hot and Cold Natures and Some Parameters of Neuroendocrine and Immune Systems in Traditional Iranian Medicine: A Preliminary Study. *The journal of alternative and complementary medicine*, 147-156.

Suyiti, J. D.R (1990) *Medicine of the Prophet*. London: Ta-Ha Publishers Ltd.

Svoboda, Robert E (1992) *Ayurveda: Life, Health and Longevity*. India: Penguin Books.

Swami Sadashiva Tirtha(2005)*The Ãyurveda Encyclopedia: Natural Secrets to Healing, Prevention & Longevity*. Bayville: Ayurveda Holistic Center Press.

World Health Organization, Beijing Declaration. (Online) http://www.who.int/medicines/areas/traditional/congress/beijing_declaration/en/index (accessed on 8/8/2019)

Zou, Ping (2016) Traditional Chinese Medicine, Food Therapy, and Hypertension Control: A Narrative Review of Chinese Literature. *The American Journal of Chinese Medicine*, Vol. 44, No. 8, 1579–1594. Toronto: World Scientific Publishing Company.

Impact of Area Development Programme (ADP) for Livelihood Development in Rural Society of Sri Lanka: Case Study of World Vision ADP in Gallenbindunuwewa in Anuradhapura

Prof. Gunawardane DSW,
Professor in Sociology,
Department of Social Sciences,
Rajarata University of Sri Lanka.
gunaeardaned@gmail.com

Abstract

Area Development Programme (ADP) is one of long term rural development approaches which has been implemented by World Vision International in many countries. World Vision Lanka (WVL) has launched about 26 programmes in different areas of the country and most of ADPs are situated in remote areas of the country such as Galenbindunuwewa, Lunugamwehera, Kotawehera, Mahakumbukkadawala, and Kebithigollewa. ADP in Gallenbindunuwewa is one of the community development programme which has been conducted by World Vision in Sri Lanka. The main objective of this study is to identify the impact of ADP for livelihood development of rural society. Under the community level strategies NGOs have to play major role in the livelihood enhancement process in Sri Lanka. There are 1029 NGOs registered in the country and all the NGOs which participate in the development attempts and livelihood development process of the country. The study focused on ADP in Gallenbindunuwewa and 58 households were covered in the Upuldeniya and Milagaswewa GNDs. Quantitative and Qualitative data were gathered from Questionnaire and Interviews. World Vision Lanka has been implemented many activities directly related to the livelihood improvement of the study area. About 89.5% expressed that World Vision Lanka has assisted in constructed to the agro well and renovated village reservoirs. 68.9% have obtained paddy and maize from WVL. About 55.3% revealed that WVL has assisted for storage problems. As well as about 90% of the respondents indicate that they are highly satisfied assisted about the living conditions and sanitary facilities of the WVL. In addition about 50% of the sample shown that WVL has assisted to animal husbandry and starting to small business. Furthermore, about 55% 0f the respondents revealed that WVL has assisted to the vocational training and about 46.5% said that WVL has assisted to the health. It is evident that all these activities help to enhance living conditions of the benefitted peoples of the study area. Finally can be concluded that all these activities have caused to develop social and economic development of the study area.

Key Words: Non-Government Organization, Area Development Program, Poverty Reduction, Livelihood development, World Vision Lanka,

1.1   Introduction

World Vision is a Christian, relief, development and advocacy organization working with children, families and communities to overcome poverty and injustice. World Vision is dedicated to working with the world's most vulnerable people regardless of their religion, caste, gender or ethnicity. World Vision has been in Sri Lanka since 1977 and has invested over USD 350 million (LKR 40 billion) in relief and development projects in 20 districts across the country (*World Vision Annual Report-2011*). They have introduced several programmes relating to the children and family care, emergency aid, leadership and resource development, revolving loans and community development, water and sanitation, health and nutrition. Area Development Programme (ADP) is one of long term rural development approach which has been implemented by World Vision International in many countries. World Vision Lanka (WVL) has launched about 26 programmes in different areas of the country and most of ADPs are situated in remote areas of the country. ADP in Gallenbindunuwewa is one of the community development programme which has been conducted by World Vision in Sri Lanka. In Galenbindunuwewa ADP was started in 1996 and 2011 have finalized. In this period World Vision has initiated number of programmes related to the poverty reduction and rural development.

1.2   Research Problem

Identifying the WVL involvement of Area Development in Sri Lanka, it has initiated a number of programs. When these programmes are implemented, the WVL and also it has to play a major attention to the area development and poverty reduction in the study area. By tracing this programmes in poverty reduction, it is important to examine how these area development programmes implemented in the rural sector have contributed towards uplifting the livelihoods of poor families. Thus, the research problem of the study is formulated as follows: **What are the impacts of area development programmes which is conducted by the World Vision Lanka for livelihood improvement in rural community in Sri Lanka?**

1.3   Objective of the Study

The key objective of the study is to identify the the impact of ADP which is conducted by the World Vision Lanka for livelihood development in rural society. Several indicators were used

for measure to the evaluate programmes which are conducted by WVL such as income level, education achievements, infra-structure development, and households assets etc.

However, this key objective can be further divided and describes precisely by elaborating its scope of the research. They are:

01. Evaluating the role of NGOs sector for poverty reduction and area development in Sri Lanka.

02. Understanding the activities that have been implemented by the WVL and their involvement in poverty reduction and area development in Sri Lanka.

03. Assess the Efficiency and Effectiveness of activities/programmes in terms of poverty reduction and area development process

1.4 Study Area and Sample

The study was completed in Galenbindunuwewa DSD in Anuradhapura District in Sri Lanka. Selected GNDs are Upuldeniya and Milagaswewa. When reflecting on the role of the NGOs in poverty reduction and area development in the study areas in Galenbindunuwewa DSD, WVL has been playing a significant role in reducing rural poverty and area development in those areas. World Vision Lanka is the most related community based organization which have implemented a number of programmes in the reduction of rural poverty in the Galenbindunuwewa DSD, since they have also specially focused on empowering women in the rural areas. In observing the WVL intervention in poverty reduction and area development; World Vision Lanka has implemented number of programmes in these areas. Randomly selected 58 households as a sample in the Upuldeniya and Milagaswewa GNDs in Gallenbindunuwewa DSD. 47 households were selected from Milagaswewa and 11 households were selected from Upuldeniya. Both benefited and non-benefited families were included the sample.

1.5 Research Methodology

Positivist paradigm was used in discussing the methodological approach. Identifying the nature of rural poverty is one of the objectives of this study. Therefore, the positivist paradigm was used to identify the nature of poverty of the respondents.

The key objective of the study is to identify the the impact of ADP which is conducted by the World Vision Lanka for livelihood development in rural society. Both qualitative and quantitative methodologies were used in this research. Qualitative methodology supported in exploring real life situations and studying behavior patterns and the reasons behind social interactions of the respondents. Qualitative methodology allows researcher to incorporate respondent's views or opinions and their voice on these programmes.

Nevertheless, quantitative methodology was used to study the nature of poverty in the study areas. Specially, the quantitative methodology supported in identifying the level of poverty and reduction of poverty after the implemented poverty reduction programmes among selected samples.

Research methods may be understood as all those methods/techniques that are used in conducting the research. Research methods or techniques thus refer to the methods the researchers use in performing research operations. The case study method, comparative method and statistical method were used as the research methods in this research.

Since both qualitative and quantitative data were used in this research, qualitative and quantitative data collection techniques too were utilized. In collecting the qualitative data in this research, it employed several participant-oriented data collection techniques such as structured interview, key informant interviews and focus group discussions. Quantitative data were collected through the employment of a structured questionnaire with some open-ended questions.

Understanding the impact of the area development programmes more often possible through collection of qualitative data, and the poverty reduction process can be identified through the quantitative data. Therefore, this research designed and incorporated both qualitative and quantitative data analyzing tools and linked them together as highly desirable. Furthermore, to analyze the qualitative data, the qualitative data analysis methods were used such as analytic comparisons, codes and coding, graphical and tabular analysis methods. On the other hand, poverty reduction can be identified as a major variable in this research; as a result many of the statistical data collected relate to the poverty reduction process in this study. Therefore, statistical data were analyzed by using the Statistical Package of Social Sciences (SPSS).

1.6   Result and Discussion

1.6.1   Assistance to infrastructure Development

Table 01, shows that types of social infrastructure development programmes implemented in the study areas. World Vision has implemented projects such as renovated village roads, irrigation projects, electricity supply for houses and industries in Upuldeniya and Milagaswewa in Galenbindunuwewa DSD. Out of total sample 82.7%, indicated that World Vision renovated their Roads, 24.1% mentioned that World Vision implemented irrigation projects. In addition, 63.7% revealed that World Vision supplied electricity for industries. Further, 93.7% said World Vision has assisted to store facilities for store their harvest. Respondents expressed that *"We would not be able to live like this if World Vision had not come to our village. We got better prices for our harvests because they provided us with storage facilities and a threshing floor. The government never even looked at our village. World Vision helped us with our roads, electricity, water and also helped in educating our children."*

Table 01: Develop Infrastructure Facilities of the Study Areas

DSD	GNDs	Assisted by	Types of infra-structure facilities							
			Renovated Village Roads	Irrigation Projects	Supply Electricity (Houses)	Supply Electricity (Industries)	Transport Facilities	Telephone Facilities	Store Facilities	Total
Galenbindu nuwewa	Upuldeniya	World Vision	4	2	-	-	-	-	-	6
		Government	7	-	-	-	-	-	-	7
		Total	11	2						13
	Milagaswewa	World Vision	44	5	1	37	33		45	165
		Total	44	5	1	37	33		45	165

Field Data – 2015

Table 02, shows that people's attitudes of renovated their village roads. Out of those who indicated their degree of save travel time due to renovated their village, 91.3% professed a satisfactory level. People's attitudes of reduced cost of transport, 84.4% would express satisfactory level. 79.3% of the respondents had a satisfactory level of increased production and price for village products due to renovated village roads. Respondent's attitudes of improved children education due to renovated village roads, 72.4% professed a satisfactory level.

Table 02. Type of attitudes due to renovated village road

GNDs	Save Travel Time	Reduce Cost of Transport	Increased Production and Price for Village Products			Improved Children Education	
	Satisfactory	Satisfactory	Satisfactory	Moderately Satisfactory	Un satisfactory	Satisfactory	Moderately Satisfactory
Upuldeniya	11	8	6	5	-	6	5
Milagaswewa	42	41	40	7	-	36	11
Total	53 (91.3%)	49 (84.4%)	46 (79.3%)	12	-	42 (72.4%)	16

Field Data - 2015

1.6.2 Assistance to Agricultural Activities

Identifying the involvement of World Vision Lanka for livelihood enhancement in Galenbindunuwewa DSD both public sector and NGOs have assisted to agricultural activities of the study areas. Especially public and NGOs have assisted to renovated village reservoirs. 58 households were covered in Upuldeniya and Milagaswewa GNDs in Galenbindunuwewa DSD, among them 72.4% expressed that World Vision Lanka has assisted renovated their village tanks. Qualitative data were collected from respondents through interviews; they highly appreciated the intervention of World Vision to area development. Respondents said that *"Since world Vision has assisted in the renovation of our tanks, we can at least engage in some agriculture of our own with God's blessings."*

Table 03. Renovated Village Tanks DSD, GNDs and Assisted Organization and Type of Assistance

DSDs	GNDs	World Vision		Government			
		Type of assistance		Type of assistance			
		Renovated anicut	Renovated tank bund and sluice	Renovated bridge	Renovated anicut	Renovated tank bund and sluice	
Galenbindunuwewa	Upuldeniya	-	2	4	-	4	
	Mailagaswewa	1	40	-	-	-	
	Total	1	42	4	-	5	

Field Data – 2015

Impact of the renovated village tank for the essential activities of the respondents, they have revealed that their agricultural, bathing and other domestic use have highly increased due to renovated their tanks. Out of total respondents, 81.0% revealed that, their agricultural activities highly increased due to renovated village tank. Furthermore, 82.7% expressed, renovated village tanks cause to increase highly their domestic use (table 4).

Table 04: The Number of Families by DSD, GNDs Impact of the Renovated Village Tanks for the Essential Activities

DSD	GNDs	Agriculture	Bathing	Other domestic Use
		Highly increased	Highly increased	Highly increased
Galenbindunuwewa	Upuldeniya	6	6	1
	Milagaswewa	41	41	-

Field Data – 2015

1.6.4 Providing high yield varieties

World Vision Lanka has implemented programmes to provide high yield varieties for farming (HYVs) in Upuladeniya and Milagaswewa in Galenbindunuwewa DSD. Total sample of Upuldeniya and Milagaswewa are 58 households, among them 68.9% have obtained maize seeds from World Vision. Benefitted respondents expressed that *"World Vision provided us with high quality maize seeds. This made our harvests increase double or three folds".*

Table 05. The Provided HYV for Farming by WVL

DSD	GNDs	World Vision		Government			Total
		Paddy	Maize	Paddy	Maize	Vegetable Seeds	
Galenbindunuwewa	Upuldeniya	-	6	-	1	-	7
	Milagaswewa	-	34	-	1	-	35
	Total	-	40	-	2	-	42

Field Data – 2015

Respondents stated that their income has been changed dramatically due to use HYVs provided by World Vision. Before using HYVs maize, their harvest is very low but after the provided HYVs, harvest has increased considerably. Respondents mentioned that, before using HYVs their harvest is 200kg for one acre. But after the using HYVs they can be obtained 1000kg - 1200 kg for cultivating one acre.

1.5.5 Assistance to storage problems

Respondents highlighted that they have faced many problems when manage and storing their harvest. Especially they had faced problems such as safeguarding harvest from the animals, inadequate storage capaities, get caught for water, do not have threshing-floors to dry the harvest, wet from rain etc. due to storing their harvest. In this background, World Vision has supported to make a storeroom and threshing floor in Milagaswewa GND. Out of total respondents of Milagaswewa 31.9% revealed that World Vision has supported to make a storeroom and threshing-floor in their area. They believed that the provided store facilities and threshing floor cause to manage and store their harvest protectively (Table 06).

Table 07: Types of Assistance by the WVL for Small Business

GNDs	Assisted Institution	Type of Assistant					Status of Assistant		
		Loan facilities	Provide equipments	Provide training	Other	Total	Highly	Moderately	Total
Upuldeniya	World Vision	2	2	2		6	4	2	6
Milagaswewa	World Vision	1	-	-		1	1	-	1
	Total	3	2	2		7	1	-	7

Field Data – 2015

1.5.6 Assistance to animal husbandry

Animal husbandry is another income generating activity that has been engaged people in the study areas. Consider the type of assistance for the animal husbandry World Vision Lanka has assisted in capacity-building training for engaged families of animal husbandry. In addition World Vision Lanka had given, subject oriented technical training for refreshing and improving the technical knowledge of the goat, poultry and cattle rearing. The training was conducted by the relevant government department staff focusing on the issues of better management practices associated in livestock rearing. As well as World Vision Lanka assisted to production collection and transport; supply animal food and market accessibility.

Table 08. Animal Husbandry by DSD, GND and type of assistance

DSDs	GNDs	Assisted by	Type of assisted				Total
			Production collection and transport	Supply animal food	Market accessibility	Training programme	
Galenbindunuwewa	**Milagaswewa**	**World Vision**	1	3	3	4	11
		Total	1	3	3	4	11

Field Data – 2015

1.5.7 Assistance to educational activities

Table 09, shows the type of assistance provided for improving education in study areas. Respondents of Milagaswewa and Upuldeniya in Galenbindunuwewa DSD revealed that World Vision actively participate improve their education. 33 families said, their children attended to the English classes conducted by World Vision Lanka and 31 families expressed

they obtained stationeries from World Vision. Furthermore, 12 families revealed that their children have obtained scholarships under the scholarships programmes conducted by World Vision.

Table 09: Assisted for Education and Type of Assisted by DSD and GNDs

DSDs	GNDs	Assisted by	Conduct extra classes	Improving English education	Supply stationeries	Computer courses	Organize competition	Scholarships for students	Total
Galenbindunuwewa	Milagaswewa	World Vision	8	28	27	7	-	12	82
	Upuldeniya	World Vision	-	5	4	-	-	-	9
		Total	**8**	**33**	**31**	**7**	**-**	**12**	**91**

Field Data - 2015

1.5.8 Assistance to vocational training

Identifying the assistance of vocational training courses in the study areas World Vision provided training courses for youth to improve their capability. Out of total sample 41 respondents revealed that they have participated to vocational training courses such as self-employment, agriculture and training animal husbandry conducted by World Vision in Galennbindunuwewa. Especially they mentioned that World Vision in Galenbindunuwewa organized agricultural training with the Department of Agriculture and introduced best agronomic practices to the farmers.

Table 10: Type of Vocational Training by DSD and GNDs

| DSD | GNDs | Assisted by | Type of training | | | | | | | Total |
			Self-employment	Computer training	Training in agriculture	Training in sewing	Training in masonry	Training in animals	Fishery programme	
Galenbindunuwewa	Milagaswewa	World Vision	6	-	25	-	-	1	-	32
	Upuldeniya	World Vision	9	-	-	-	-	-	-	9

Field Data – 2015

1.5.9 Assistance to Health

Respondents revealed that World Vision holds eye clinics in Milagaswewa to identify people suffering from poor eyesight and those who need eye operations are guided to government hospitals. The study covered 47 families in Milagaswewa among them 23 respondents said, they obtained medical assistance from World Vision. World Vision also organizes cataract operations in government hospitals and provides financial assistance to enable the poor to buy the lenses needed from them. 10 respondents have received assistance for spectacles and cataract operations. Further, World Vision conducted medical clinics focusing on malnourished pregnant women and breast-feeding mothers. In addition, they were provided food rations to supplement their nutrition intake. World Vision also organizes regular medical clinics for elderly people suffering from chronic ailments such as diabetes and hypertension. As well as World Vision has helped poor people who needed financial assistance to cover their major operations.

Table 11: Type of Assistance for Health by World Vision

DSDs	GNDs	Assisted by	Type of Assisted					Total
			First aid programme	Regular medical clinics	Provision of spectacles and assistance for cataract operation	Assistance for malnourished mothers and children	Dental clinics	
Galenbindunuwewa	Milagaswewa	World Vision		6	10	6	1	23
	Upuldeniya	World Vision		4				4

Field Data – 2015

1.6 Conclusion

According to the above discussion it can be identified that World Vision assisted different ways to livelihood enhancement of the people living in those areas. World Vision has implemented several poverty reduction programmes under the Area Development Programme (ADP) in Galenbindunuwewa such as infrastructure development, agricultural development, income earning activities, improve the living condition and provided loan facilities etc. Qualitative data revealed that the people's attitudes about the assisted of World Vision was highly satisfied. Especially the people who are living in Galenbindunuwewa highlighted that the role of World Vision is highly appreciated for poverty reduction in their areas. It is evident that all these activities help to enhance living conditions of the peoples in the study area. Finally it can be concluded that all these activities have been helped to develop social, economic and environmental development of the study area.

1.7   References

World Vision Annual Report, 2011

Census Abstract, (2010), Department of Census and Statistic, Colombo

Directory of Voluntary Social Services Organizations (Non-Governmental Organizations), (2011), National Secretariat for Non Governmental Organizations, Ministry of Social Services and Social Welfare, Colombo

Fernando, Vijita, De Mell J, Henry, (1991), Non-Governmental Organizations (NGOs) in Sri Lanka-An Introduction, NGO Water Supply and Sanitation Decade Service

Gunatilaka, Ramani, Wan, Guanghua, and Chatterjee, Shiladitya, (2009), *Poverty and Human Development in Sri Lanka*, Asian Development Bank, Mandaluyong City, Philippines.

Household Income and Expenditure Survey - 2009/10, Department of Census and Statistics - Sri Lanka

Human Development Report-2012

Jayasuriya, Laksiri, (1996), *The Sri Lankan Welfare State*: Retrospect and prospect, edith Cowan University, ferth Western Australia.

Mostashari, Ali, (2005), An Introduction to Non-Governmental Organizations (NGOs) Management, Iranian Studies Group, MIT

Uyangoda, Jayadewa, (1995), NGOs, Politics and Questions of Democracy, International Centre for Ethnic Studies, Colombo.

The Impact of COVID-19 Pandemic on employee turnover intention in the Sri Lankan Tourism Industry: Special reference to Travel agency employees.

P.B.S.N.Kumara[1]
T.M.C.D.Senarathna[2]
Master scholar, University of Colombo
Lecturer, Rajarata University of Sri Lanka
sumithranandana@gmail.com, mail.chaturika@gmail.com

Abstract

Tourism industry in Sri Lanka is playing a vital role in the Sri Lankan economy. According to Sri Lanka Tourism Development Authority, before the COVID 19 pandemic there was a rapid increment in tourist arrivals. But, the first and second waves of the pandemic, it was negatively affected to the tourism industry and its employment. Therefore, this study conducted to find the impact of COVID-19 pandemic on the employees in the Sri Lankan tourism industry. Research objectives were identified as to find out the reasons for travel agency Workers' turnover intention during COVID 19 pandemic and to identify actions, which can be used to overcome travel agency Workers' turnover intention during COVID 19. The study population was identified as travel agency employees in the Sri Lankan tourism industry and 100 employees were selected as the study sample. The quantitative method was used by the researcher. The five-point Likert scale questionnaire was used to collect primary data. Web sites, research articles, journal articles, books, etc. were used as secondary data for the study. According to the analysis, there was a positive relationship between stress, job insecurity, and income instability, and turnover intention of the employees.

Keywords: Tourism Employment, stress, job insecurity, income instability, turnover intention

Introduction

The tourism industry provides opportunities to earn a living. Tourism employment empowers people and provides them a chance to participate in their own societies for the first time - often for the first time in their lives (Pololikashvili, 2018). One employment in the core tourist sector is anticipated to generate around one and a half extra or indirect jobs in the tourism-related economy. Tourism employs one out of every ten people on the planet (UNWTO, 2019). International tourist arrivals (overnight visitors) fell by 85 percent between January and May 2021 compared to the same period in the pre-pandemic year 2019, or by 65 percent compared to 2020, as travel restrictions remained tight owing to the coronavirus pandemic. This follows a 73 percent loss in 2020, the worst year on record for international travel (UNWTO, 2021). If labor and capital could be easily re-employed in other industries, the overall impact of a drop in international tourism demand would be slightly smaller than its direct consequences and this is more challenging in tourist-dependent developing countries in the short run, but more doable in the long run (United Nations Conference on Trade and Development, 2021).

A total of 100 million direct tourist jobs are at danger, in addition to 144 million individuals employed in tourism-related industries such as labor-intensive housing and food services. Small enterprises, which account for 80% of worldwide tourism, are especially vulnerable (UNWTO, 2020). The tourism industry in Asia and the Pacific has almost come to a standstill, wreaking havoc on many of the region's economies as well as the salaries and jobs of the sector's workers. According to this report, the COVID-19 crisis has damaged as many as 15.3 million employment in the tourism sector in 14 Asia-Pacific countries, either through decreased hours, extended paid or unpaid leave on partial wages, or outright job loss (International Labor Organization, 2020). The current coronavirus pandemic (COVID-19) has caused tremendous socioeconomic and psychological hardship around the world. It has had a significant impact on the economy, but the service sector, notably the hospitality industry, has been particularly hard impacted. It raises employees' feelings of insecurity and their perception of being unemployed, thus impacting their mental health (Khan, et al., 2021).

Also, this research also looks into how COVID-19-induced stress impacts organizational trust, work satisfaction, self-esteem, and dedication in tourism and hospitality. Due to COVID-19, many front-line staff are experiencing high levels of work-related stress and anxiety. However, its unknown how tourism/hospitality operators are dealing with the high levels of tension and anxiety, and how this stress and anxiety affects their trust in and loyalty to the organization

during a pandemic. To fill this deficiency, this study looked at how employees in the tourism/hospitality industries perceived stress levels affect organizational trust, job satisfaction, self-esteem, and devotion to their employers during a pandemic (Kang, et al., 2021). Employee turnover is usually not an immediate decision, but rather a gradual process. According to experts, it usually begins with a traumatic occurrence, such as a psychological contract break. Many individuals lose touch with their jobs long before they leave, and this separation has a negative impact on the business, resulting in decreased organizational engagement, more absenteeism, and lower productivity (Edirisinghe & Manuel, 2019).

According to the Sri Lanka Tourism Development Authority, 2019 total employment contribution from Sri Lankan tourism, 402 607 and 173 592 was direct employment opportunities. Travel agencies are playing a considerable role in the Sri Lankan tourism industry. 7% of above mention statists were employed in travel agencies. All Sri Lankan tourism employees were affected with pandemic situation. This study was conducted to identify whether there is COVID 19 impact on Tourism Industry workers' turnover intention based on the travel and tour agencies.

Research questions

- What are the reasons for travel agency workers' turnover intention during COVID 19 pandemic?
- What are the credible actions, which can be used to overcome reasons for travel agency Workers' turnover intention during COVID 19 pandemic?

Research objectives

- To find the reasons for travel agency workers' turnover intention during COVID 19 pandemic
- To identify credible actions, which can be used overcome reasons for travel agency Workers' turnover intention during COVID 19 pandemic.

Methodology

The quantitative method was used by the researcher. The study population was identified as travel agency employees in the Sri Lankan tourism industry and 100 employees were selected as the study sample. Simple random sampling method was used by the researcher. A five-point Likert scale questionnaire was employed to collet as primary data for the study. Web sites,

research articles, journal articles, books, etc. were used as secondary data sources. COVID 19 induced stress, job insecurity, income instability were identified as independent variables and turnover intention was recognized as the dependent variable. The collected data was analyzed using SPSS, and the study objectives were determined using validity, reliability, Pearson correlation, and the T-test.

Results and discussion

According to the demographic analysis, 61% were male and rest were female. years of industry experience in a travel agency below 01 years 22%, between 01 – 02 year 35% and rest had more than 02-year industry experiences. 65% belonged to the 18 – 28 age group and the rest were older than 29 years old. The future intention of 38% had the intention to work in the tourism industry in the future after the covid 19 pandemics.

Table 01: Validity and reliability

Variable	Reliability Statistics Cronbach's Alpha	Validity test KMO and Bartlett's Test
Job insecurity	0.7	0.6
Stress	0.8	0.7
Income instability	0.8	0.7
Turnover intention	0.8	0.8

Source: Survey Data 2021

According to (Field, 2009), the value of KMO and Bartlett's Test Generally, the worldwide acceptance range recommends a bare minimum of 0.5 and that values between 0.5 and 0.7 are mediocre, and values between 0.7 and 0.8 are good. According to the survey, the result variables are valid. Also, Cronbach's Alpha value has expressed the reliability of the data set. According to the above values data set was reliable and valid.

Table 02: Correlation and hypothesis testing

Dimension	Person Correlation	T-value	Significant or not	Accepted Hypothesis
Job insecurity - Turnover intention	0.44	0.000	Significant	H1
Stress - Turnover intention	0.38	0.000	Significant	H2
Income instability - Turnover intention	0.43	0.000	Significant	H3

Source: Survey Data 2021

Job insecurity, travel executives stressed, and income stability created a weak positive relationship with tour executives' turnover intention. Accordingly, 0.44, 0.38, 0.43 values were express the Pearson correlation between dependent and independent variables. Therefore, due to the pandemic situation all travel and tourism employees are at risk. Also, based on the hypothesis testing below mentioned, hypotheses were accepted.

- H1 – There is significant relationship between Job insecurity and Turnover intention
- H2 - There is significant relationship between Stress and Turnover intention
- H3 - There is significant relationship between Income instability and Turnover intention

Conclusions and policy considerations

This research was conducted to find out the impact of COVID-19 on Sri Lankan Tourism Industry Workers. Research objectives were identified as to find out the reasons for travel agency Workers' turnover intention during COVID 19 pandemic and to identify credible actions, which can be used to overcome reasons for travel agency Workers' turnover intention during COVID 19. The analytical results of the study show that, job insecurity, travel executives stressed, and income stability created a weak positive relationship with tour executives' turnover intention. To avoid this critical issue, this study recommends some alternative options for these employees. Intervention of relevant authorities and arrange necessary financial support, ensure job security, and finding a sustainable method to establish the tourism industry. Further, there should be social perception improvement to create a positive image about the industry.

Reference

Edirisinghe , S. D. & Manuel, S., 2019. Factors Affecting Sales Employee Turnover in Hotel & Travel Industry: A Literature Review. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS),* 24(5), pp. 35 - 54.

International Labour Organization, 2020. *COVID-19 and employment in the tourism sector: Impact and response in Asia and the Pacific,* s.l.: International Labour Organization.

Kang, S.-E., Park, C., Lee, C.-K. & Lee, S., 2021. The Stress-Induced Impact of COVID-19 on Tourism and Hospitality Workers. *Sustainability.*

Khan, K. I. et al., 2021. The Effect of COVID-19 on the Hospitality Industry: The Implication for Open Innovation. *Open Innov. Technol. Mark. Complex.,* 7(1), pp. 2 - 17.

Pololikashvili, Z., 2018. *Together are we stronger.* [Online] Available at: https://www.unwto.org/management/zurab-pololikashvili

SLTDA, 2019. *Annual Statistic Report - 2019,* Colombo: Sri Lanka Tourism Development Authority.

United Nations Conference on Trade and Development, 2021. *COVID-19 AND TOURISM – AN UPDATE,* s.l.: United Nations Conference on Trade and Development.

UNWTO, 2021. *World Tourism Barometer,* Madrid: World Tourism Organization.

The Role of Strategic Marketing in addressing Disruptive Innovations the Tourism Industry

Preethi Gunaratne
IIC University of Technology, Cambodia
preethigunaratne@yahoo.co.uk

Abstract

Disruptive Innovations (DI) continue to flood the tourism industry demanding the incumbents in the industry to respond. However, empirical research shows the struggles encountered by some incumbents in responding to such disruptions. As these disruptions are originated by competitors or new entrants to an industry, the typical role of Strategic Marketing (SM) in dealing with competitor moves cannot be contested. However, the academic interest on DIs in the tourism industry seems scarce and the available studies focus on mere explanations of various disruptions and/or responses of incumbents and no studies have attempted to assess the role SM can play in addressing DIs in the tourism industry to date. Thus, this study attempts to identify the role of SM in addressing DIs in the tourism industry. A systematic multi-journal review was conducted for this purpose. The findings show an influence of a specific combination of contextual factors predominantly associated with macro-economic forces favoring an emergence of DI in each case. Furthermore, with regard to strategic marketing decisions, business model, and strategies covering growth, competition, & marketing mix are relevant for disruptors and response strategies such as ignoring the disruption, attacking the disruptors and adopting both positions simultaneously are pertinent to 'incumbents'.

Keywords: Disruptive innovations, Contextual factors, Strategic marketing decisions

1. Introduction

Innovations have become the sole means of surviving and prospering in a competitive and globalised economies (David and Foray, 2002). However, some innovations have become disruptive to an extent that demand incumbents in the industry to be responsive to minimize its negative consequences. Though Disruptive Innovations (DI) compel existing competitors to react one way or the other, empirical research show the difficulties encountered by several incumbents. The reasons for such difficulties are extensively researched and discussed by many authors. While some authors take 'inside-out' view in identifying difficulties such as organizational inertia, complacency, lack of insight and incompetence, Christensen (1997; 2003) takes an 'outside-in' view focusing on the role of established firms' value network, particularly referring to customers as a decisive factor to what incumbent firms can and cannot do (Tesfaye, and Nguyen, 2012). However, irrespective of either view adopted by the authors, these disruptions are competitor moves and dealing with competition falls within the domain of strategic marketing (Vardarajan, 2015: 87). The few studies addressing DIs in the tourism industry are mere explanations of the disruptions and/or responses of incumbents addressing marketing aspects such as target market, marketing mix etc. in an ad hoc manner and the crucial role of SM in responding to such disruptions have not received adequate academic attention. Furthermore, most of the DI studies in tourism industry focus on Airbnb's disruption of informal tourism accommodation sector. Therefore, having realized the complexities faced by practitioners in addressing DIs, understanding the role SM can play in dealing with the competition and observing the literature gap on SM in relation to DIs in the tourism industry, this study attempts to bridge this knowledge gap by identifying the 'role of strategic marketing in addressing disruptive innovations in the tourism industry'. Accordingly, research objectives would address the 'contextual factors' contributing to emergence of DIs and the 'strategic marketing decisions' associated with both disruptors and incumbents in the tourism industry.

2. Literature Review

2.1 Disruptive Innovations (DIs) in the Tourism Industry

Disruptive Innovation was proposed and popularized by Clayton Christensen in several seminal works (Bower & Christensen, 1995; Christensen, 1997; Christensen & Raynor, 2003). Disruptive innovation is defined as '*an innovation that creates a new market and value network, and eventually disrupts an existing market and value network, displacing established market leading firms, products, and alliances*' (Christensen, Raynor and McDonald, 2015 cited in Joshi, 2018). Markides, (2006) points out that Christensen's 1997 theory referred to 'disruptive technologies' and using the same theory to explain all kinds of DIs is a mistake. Therefore, Markides, (2006) separates DIs in to finer categories namely: business-model innovations and radical (new-to-the world) product innovations: Business-model innovation refers to '*a discovery of a fundamentally different business model in an existing business*' such as Southwest airlines offering low-cost, point-to-point travel with cheaper price. Radical (new-to-the world) product innovations refer to creating new to the world products such as mobile phones and considered disruptive to both customers and producers.

DIs are not confined to a single economic sector and rise of DIs are observed in various sectors of the tourism industry. However, DIs are not new to tourism. The practice of renting one's residence to tourists (peer-to-peer accommodation) dates back to centuries. For an example,

Black, (1985) describes 18th century tourists sometimes finding lodging in private homes on their Grand Tours through Europe. Currently, various sectors of the tourism industry is flooded with DIs and one of the hallmark DIs in tourism industry is Airbnb's disruption of 'informal tourism accommodation sector'. As per Guttentag (2019), articles on Airbnb focus on six themes namely; Airbnb guests, Airbnb hosts, Airbnb supply and its impacts on destinations, Airbnb regulation, Airbnb's impacts on the tourism sector and Airbnb Company. The other major DIs in the tourism industry include; online travel agencies (OTA) like Expedia (Christensen & Raynor, 2003) and South West Airlines (vantran1501.wixsite.com).

2.2 Strategic Marketing (SM) and its Role in Strategic analysis

After introducing several other official definitions of marketing, American Marketing Association (AMA) (2007) redefined Marketing as '*the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*' (Marketing News 2008, 28). However, there is no unified definition of strategic marketing as per Schnaars, 1991 cited in Mongay, (2006). Both Reibstein et al. (2009) and Hunt, (2015) are of the view that SM is facing an 'identity crisis' due to lack of clarity and consensus regarding theoretical foundations, its nature, and its scope. In an attempt to resolve this issue, Varadarajan, (2015) proposed a domain of strategic marketing as a field of study as cited in Figure 1.
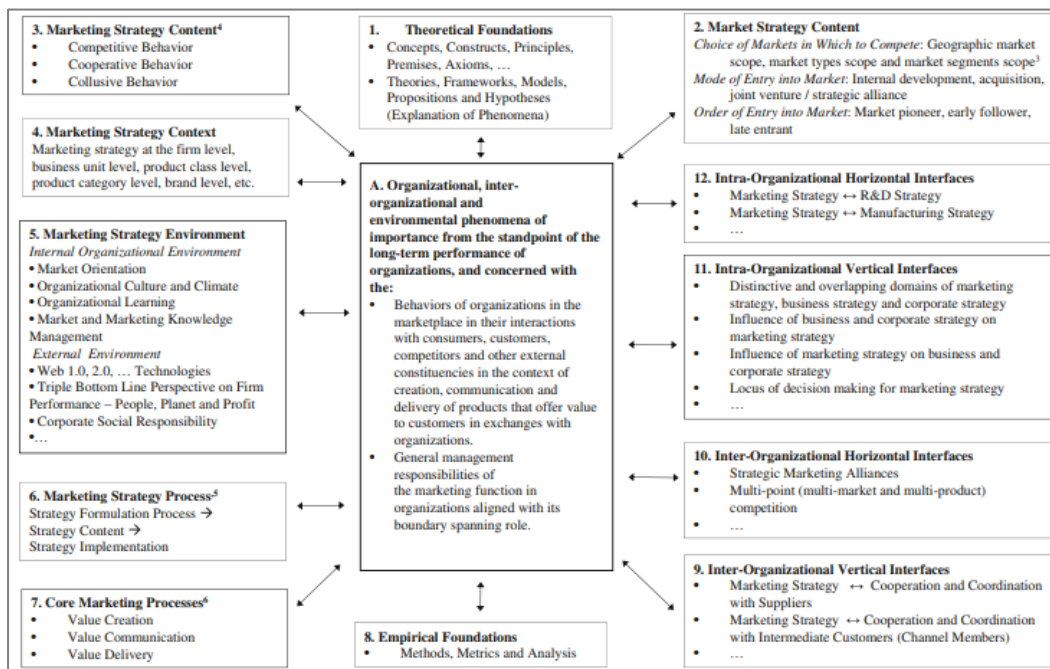

Figure 1: Domain of Strategic Marketing
Source: Vardarajan (2015: 87)

Figure 1 above shows numerous decisions falling under the purview of SM. However, the author stresses the decisions relevant to this study. Accordingly, 'marketing strategy environment' (MSE) comprises of both internal organizational environment and external environment falls within the domain of SM (Box 5 - Figure 1). Similarly, Aghazadeh, (2015), stresses the critical role played by SM in linking organization to its environment. Furthermore, Aaker, (2011) recognizes SM as the primary driver of strategic analysis. Going a step further, both Mongay, (2006) and Aaker, (2011) emphasize the expertise SM possesses for

environmental monitoring and understanding these forces respectively. The 'contextual factors' referred to in this study is associated with 'external environment component of MSE' cited in Figure 1.

(i) Contextual factors contributing to emergence of DIs in the tourism industry

The contextual factors contributing to emergence of DIs in the tourism industry identified through the review follows. The legend in Table 1 is used for identifying companies representing each tourism sector.

Table 1: Legend

Tourism Sector	Informal accommodation	Low cost carriers (LCC)				Full service carriers	Inbound Tour operators	Tourism segment
Company	Airbnb	Pegasus Airlines	Anadolu Jet	Southwest Airlines	Spring Airlines	Turkish Airlines	Inbound Tour operators	Halal Tourism
Country	United States of America (USA)	Turkey	Turkey	US	China	Turkey	Taiwan	Indonesia
Code	AB	PA	AJ	SW	SA	TA	IT	HT

Source: Developed by author

The 1st category of contextual factors influencing an emergence of DIs in the tourism industry are associated with 'PESTEL' factors. 'Political' factors have influenced emergence of 57% of DIs: policy decision by Turkish government to deregulate the airline industry and encouraging new entrants is the main contextual factor supporting entry of low cost carriers PA and AJ (Gemicia and Alpkanb, 2015); allowing private capital to be invested in aviation industry supported SA (James, 2009) and a pilot project on Halal Tourism in Riau Island Province initiated by Ministry of Tourism favored HT (Destiana and Kismartini, 2020). Among the 'Economic' factors facilitating an emergence of DIs is the 'type of economy': sharing economy favored AB (Guttentag, 2015); innovation-driven economy favored SW (Raynor, 2011 cited in Gupta, 2016); sharing economy encouraging collaboration and open innovation supported IT (Hsu et al. 2016) and digital economy backed HT (Destiana and Kismartini, 2020). The other economic factors supporting both PA and AJ include; reduction of airport rates and taxes, and abolishment of additional taxes (Nergiz, 2008 cited in Gemicia and Alpkanb, 2015). Furthermore, PA was also supported by encouraging new entrepreneurship (Gemicia and Alpkanb, 2015). Out of the 'Social' factors, 'customer demand' acts as a driving force for emergence of DIs in all sectors; demand for economical accommodation from budget-conscious leisure travelers favored AB (Guttentag, 2015); demand for low costs travel options supported SA (James, 2009) and SW (vantran1501.wixsite.com); demand for low cost travel due to increasing income of the citizens and increasing population supported PA and AJ (Gemicia and Alpkanb, 2015); increase of smart travel backed TI (Hsu et al. 2016) and changes in Muslim spending on Halal tourism favored HT (Destiana and Kismartini, 2020). 'Technological' factors are a yet another powerful force for DIs in number of tourism sectors;

availability of modern internet (disruptive) technologies and presence of tech-savvy customers are in favor of both AB (Guttentag, 2015) and TI (Hsu et al. 2016). The use of both digital marketing platforms & OTAs promoting Halal tourism and use of dedicated smartphone applications in the Halal tourism industry such as Halal Navi in Japan (Samori et al., 2016) and Muslim-friendly in Thailand (Battour & Ismail, 2016) are in favor of HT (Destiana and Kismartini, 2020). With regard to 'Legal' factors, 'deregulation' act as a dominant force for emergence of DIs in the airline industry: Airline Deregulation Act (1978) facilitated growth and profitability of SW (Dobruszkes 2006 cited in James, 2009); deregulation of airline industry in 2003 supported an emergence of PA and AJ (Gemicia and Alpkanb, 2015) and accelerated deregulation process of the Chinese aviation market favored SA (James, 2009). Furthermore, emergence of HT was a result of Sharia- compliant travel experience in Indonesia (Destiana and Kismartini, 2020).

The 2nd category of contextual factors favoring an emergence of DIs in the tourism industry are associated with Five Forces of Porter (1985). The 'Competitive rivalry' paves away for the rise of DIs due to reasons such as; incumbents failing to satisfy an unmet need for economical accommodation favored AB (Guttentag, 2015), low cost air travel supported PA (Gemicia and Alpkanb, 2015) and tour operator services favored IT (HSU et al. 2016). Furthermore, withdrawal of a competitor from the market supported SA (James, 2009) and the desire to disrupt a low cost carrier favored emergence of AJ (Gemicia and Alpkanb, 2015). The 'Supplier' activity too influences arrivals of DIs; the abundant availability of suppliers *(ordinary people with their homes worldwide)* supported AB (Guttentag, 2015); the dependence of traditional tour services on suppliers with digital expertise (component platform and marketing content) and blurred tourism service providers favored IT (Hsu et al. 2016) and Muslim-friendly travel agencies, airlines, hotels and resorts etc. supported HT (Destiana and Kismartini, 2020). While falling barriers to 'New entrants' (start-ups) supported TI (Hsu et al. 2016), encouraging new market entries supported PA (Gemicia and Alpkanb, 2015). The ability of 'Customers' to directly access various suppliers supported AB (Guttentag, 2015), HT (Destiana and Kismartini, 2020) and IT (Hsu et al. 2016) and consumer desire for customized services and personal experiences favored IT (Hsu et al. 2016).

The 3rd and final category of contextual factors facilitating an emergence of DIs in the tourism industry are associated with three other factors. Firstly, 'Industry liberalization' is an influential force supporting DIs in the airline industry; a fully liberalized market supported PA and AJ (Gemicia and Alpkanb, 2015); and industry liberalization and forecasted growth in the Chinese airline industry favored SA (James, 2009). Secondly, the desire of 'Start-up entrepreneurs' to find solutions to unmet needs of potential customers is in favor of IT (Hsu et al. 2016) and opportunities for entrepreneurs favored both PA (Gemicia and Alpkanb, 2015) and SA (James, 2009). Finally, the 'Strategic position' of Turkey between East and West is a contextual factor supporting both PA and AJ (Gemicia and Alpkanb, 2015) and 'Strategic location' facilitating demand from neighboring countries namely; Singapore and Malaysia is in favor of Halal tourism in Indonesia (Indonesiatravel.news, 2019 cited in Destiana and Kismartini, 2020).

2.3 Strategic Marketing (SM) and its Role in Strategy Formulation

Varadarajan, (2015) differentiates strategies in to 'Market strategy' and 'Marketing strategy' as shown in Figure 1 (Box 2 and 3) and further elaborates the specific issues to be tackled under each strategy as illustrated in Table 2 below;

Table 2: Market Strategy vs. Marketing Strategy of SM

Precursor to the customer interfacing layer		Customer interfacing layer	
Market strategy: some key issues		*Marketing strategy: some key issues*	
Where to compete?	*Target Market Strategy*	How to compete?	*Brand Strategy*
How to enter a product-market?	*Market Entry Strategy*		*Branding Strategy*
When to enter a product-market?	*Order of Market Entry/Market Entry Timing Strategy*		*Channel Strategy*
What should be the relative emphasis on?	*Alternative product-market growth strategies*		*Distribution intensity Strategy*
What is the overarching strategy?	*Market driving vs. market driven*		*Positioning Strategy*
How to exit a product-market?	*Market exit Strategy*		*Pricing Strategy*
			Product line Strategy
		How should total marketing effort be allocated?	
		How should promotion effort be allocated?	*Promotion Strategy*
		What is the overarching strategy?	*Primary demand stimulation vs. selective demand stimulation strategy*
		What should be the relative emphasis on?	*Radical versus incremental innovations*

Source: Developed by author based on Varadarajan (2015: 88)

Table 2 above shows numerous decisions falling under the purview of SM. However, the author stresses the decisions relevant to this study. Accordingly, 'Market strategy' covering Target market strategy and Product-market growth strategies and 'Marketing strategy' covering Product, Pricing, Distribution, Promotion strategies and Radical versus incremental innovations are decisions of strategic marketing. The 'strategic marketing decisions' of 'Disruptors' referred to in this study are associated with both 'Market strategy' and 'Marketing strategy' named above.

(i) Strategic marketing (SM) decisions associated with disruptors in the tourism industry

The review tries to ascertain the 'strategic marketing decisions' relevant to 'Disruptors' in the tourism industry. The legend in Table 1 above is used for identifying companies representing each tourism sector.

The 1st type of SM decisions fall in to 'Market strategy' covering Target market strategy and Product-market growth strategies cited in Table 2 above. With regard to 'Target market strategy' all tourism sectors specified the target market: as cited in Guttentag, (2016), 40% of Airbnb guests are American, with Europeans comprising the majority of the rest (Airbnb, 2012c) and the average customer age is 35 (Yu, 2012). The customers of SW are a niche market with people who desire air travelling service that is cheap, convenient and easy to use (vantran1501.wixsite.com). Due to hybrid disruption, PA attracts both old and new clients and

AJ attracts Anatolian population in Turkey by making flying an essential part (Gemicia and Alpkan, 2015). Tourism start-ups adopting traditional IT business models cater to the needs of overseas tourists preferring local and authentic experiences such as cooking local cuisine (Hsu et al. 2016). SA serves three customer groups: leisure travelers mainly from its parent company's travel service (main customers), business travelers and young people from urban areas favoring online shopping (Yang, 2007 cited in James 2009). HT caters to both Muslim and Non-Muslim tourists from neighboring countries (Destiana and Kismartini, 2021). With regard to Product-market growth strategies, all four airlines, AB and HT adopted one of the growth strategies of Ansoff (1957) namely; 'market penetration' and in terms of 'market creation' for growth, SW considered Blue Ocean strategy (vantran1501.wixsite.com).

The 2nd type of SM decisions fall in to 'Marketing strategy' predominantly covering Marketing Mix focusing on 'how to compete' as cited in Table 2 above. With regard to 'Marketing mix strategy', 'Product' is addressed by all sectors: AB's offer was based on alternative benefits such as convenience and cost-savings (Law, 2009; Law et al. 2004; Lawton and Weaver, 2009; Mayr and Zins, 2009 cited in Guttentag, 2015); SW offers fast, convenient, and cheap point-to-point air travel with no in-flight meals (vantran1501.wixsite.com). PA's offer did not cause any apparent reduction in quality and AJ offers freedom of choice in terms of services offered with additional charge (Gemicia and Alpkan, 2015). ITs provide customized and personal tour services covering mini tours and customized itineraries. The ITs pursuing differentiation strategy focus on creating the value of tour products by collaborating with component suppliers (Hsu et al. 2016). SA offers point to point travel with no free in-flight catering except a bottle of free mineral water. To suit Muslim tourists, HT offers halal food, accommodation based on sharia and several facilities supporting Muslim needs. 'Price' was addressed by majority of the sectors: AB adopts cheaper and competitive pricing strategy (Guttentag, 2016); SW offers attractive price (vantran1501.wixsite.com); PA offers fair price and AJ offers lower prices (Gemicia and Alpkan, 2015). While two of the ITs focusing on creating the value of tour products adopt premium pricing and other ITs adopt penetration pricing. SA offers low prices and its average ticket price is 34% lower than industry average price (Yang, 2007). However, HT does not address pricing. 'Place' was addressed by majority of the sectors: AB is scattered all over the world and customers can reach the website from anywhere any time (Guttentag, 2016); SW addresses place by having point-to-point and flying with only 25 minutes turn-around after landing. AJ has ensured good distribution by having connections from Ankara to the other Anatolian airports and setting up new destinations and renewing old destinations with lower frequency (Gemicia and Alpkan, 2015). ITs (component platform suppliers) while encouraging wider transactions between buyers and sellers (Hsu, et al. 2016) have enhanced the reach by collaborating with international platforms such as Trip Advisor and global OTAs. SA distributes tickets through both internet and ticketing offices located within the travel shops owned by its parent company (James, 2009). HT distributes through online booking travel site, websites, social media and mobile-friendly applications. However, PA does not address the place element. Finally, 'Promotion' was found in 57% of the tourism sectors: AB uses its website as the main channel of communication that is equipped with a description and photographs of accommodation options worldwide and reviews from previous guests (Guttentag, 2016). Both platform companies (tour components and marketing content) use website as main medium of communications. Some ITs are interested in good ratings on social media and some increased marketing campaigns to increase publicity. Few ITs also created a

system of 'online community' to facilitate user interaction and information sharing (Hsu et al. 2016). SA used word-of-mouth marketing based on blogging (Yang, 2007) and offer promotional discount of 80% to online passengers to encourage online ticket purchasing (Suo, 2008). HT conducts promotions through tourism information centers, annual festivals, heritage market activities, cooperation with travel agents, advertising in the mass media, and billboards in strategic places (Zahra, 2019; Persari et al. 2018) and conduct online promotions using the social media and e-book travel guides (Persari et al. 2018 cited in Destiana and Kismartini, 2021). The airlines SW, PA and AJ do not address promotion aspect.

Though 'how to compete' was the focus of marketing mix as shown in Table 2 above, the competitive strategy was not addressed. However, competitive behavior falls under SM as cited in Figure 1 - Box 3. Accordingly, with regard to 'Competitive strategy', the findings show the use of two of the generic strategies of Porter, (1985) namely; 'low cost' strategy pursued by some of the ITs and all the other companies and 'differentiation' strategy pursued by few ITs and HT (Hsu et al. 2016; Destiana and Kismartini, 2021).

Apart from the typical SM decisions presented above, the review found two other decisions associated with disruptors in the tourism industry. The 1st decision refers to having a 'Business idea': Airbnb - to rent out the room for event attendees requiring cheap accommodation away from city (Guttentag, 2015); SW - to travel from one place to another in a fast, convenient, and cheap way (vantran1501.wixsite.com); and ITOs (component platform suppliers) to increase the number of tour component suppliers on their platform websites and encourage transactions between buyers and sellers (Hsu, et al. 2016). Both PA and AJ did not specify their business idea. However, their motto shows 'we enable people to fly' with a fair price – PA and 'everybody will fly' – AJ (Gemicia and Alpkan, 2015). HT aims to offer 'Muslim-friendly tourism' (Destiana and Kismartini, 2020) and SA did not specify the business idea.

The 2nd decision refers to the choice of 'Business model': except for HT, others specified their business model as follows; AB is built around modern internet technologies and its unique appeal on cost-savings, household amenities, and potential for authentic local experiences (Airbnb, 2013g, 2013h cited in Guttentag, 2016); SW has a low cost model that reduces operations costs and changed service based on the principles of reduce, raise and eliminate (vantran1501.wixsite.com). PA has a low cost model with no apparent reduction in quality and AJ adopts a low cost model that has eliminated both food and beverage service and cabin selection (Gemicia and Alpkan, 2015). The disruptors in ITs use platform-based business models that connect tourists directly with suppliers in the destination (Alstyne, 2016). Some tourism start-ups use traditional IT business models. While the business model of incumbent ITs aim at establishing loyalty, the marketing content platform suppliers aim to increase frequency of website visits and attract more users (Hsu et al. 2016). SA labelled as a 'Southwest copy-cat' in China (Suo, 2008; Yang, 2007) adopts 'travel + low cost carrier business model based on low-cost principles (Yang, 2007 cited in James 2009).

2.4 Response to disruptive Innovations

As per Charitou and Markides, (2003) response to disruptive innovation could vary from industry to industry or from market to market and suggested five key responses namely; (1)

focus on and invest in the traditional business; (2) ignore the disruptive innovation; (3) disrupt the disruption; (4) adopt the innovation by playing both games at once; and (5) embrace the innovation completely and scale it up. However, based on the past research, authors identified two factors influencing company's response namely; motivation to respond and ability to respond as cited in Figure 2.
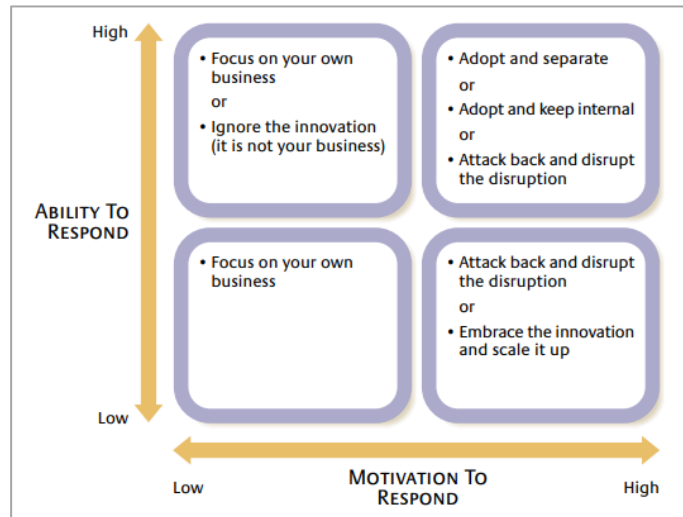

Figure 2: How to respond to disruptive strategic innovation
Source: Charitou & Markides (2003, 62)

The 'strategic marketing decisions 'of 'Incumbents' referred to in this study are associated with response strategies cited in Figure 2 above.

(i) Strategic marketing (SM) decisions associated with incumbents in the tourism industry

The review tries to ascertain the 'strategic marketing decisions' relevant to 'Incumbents' in the tourism industry. The legend in Table 1 above is used for identifying companies representing each tourism sector.

When faced with competition from disruptors, the incumbent Turkish Airlines (TA) adopted different response strategies as cited in Table 3.

Table 1. The evolution strategic moves of Turkish Airlines to respond Disruptive Innovators			
	Pre-deregulation Before 1983	First Deregulation in 1983 1983 - 2003	Second Deregulation in 2003 2003 - present
Market Conditions: Deregulations and Disruptions	The only airline was Turkish Airlines as a "State Economic Enterprise".	- Turkish Airlines as a State Economic Enterprise was holding the dominant position in the market. - Some low-cost carriers were founded but not active in the market.	- 49, 12 % share of Turkish Airlines belongs to Republic of Turkey Prime Ministry Privatization Administration; the rest got opened to public. - Low-cost airlines have started to capture the market.
Response Strategy by Turkish Airlines	Concentrating on the old position	Pioneering for a new position	Holding two positions at the same time: concentrating and disrupting the disrupter
New Action by Turkish Airlines	No action	Spin-off company - THT Inc.	Sub-brand - Anadolu Jet

Table 3: Response strategies of Turkish Airlines

Source: Gemicia and Alpkan, (2015)

As cited in Table 3, prior to 1982, no action was taken. However, in 1989, TA adopted two of the response strategies cited in section 2.4 above simultaneously i.e. ignoring the disruption and concentrating on the traditional business by increasing the level of service quality and widening its network both globally and domestically (Gemicia and Alpkan, 2015). In 2008, TA changed its strategy by opening a new strategic unit with a different brand name Anadolu Jet and pursued 4th response strategy i.e. holding two conflicting positions at the same time as cited in section 2.4. However, the response of TA was little different as the two positions held by TA simultaneously were complementary positions and therefore was named an 'ambidextrous approach' (Gemicia and Alpkan, 2015). AJ which was a response to disruptors by Turkish Airlines responded to existing low costs carriers by pursing 3rd strategy namely 'disrupting the disruption' with lower prices, new hub and new destinations.

3. Methodology

In consideration of the nature of research objectives, this research adopted 'subjectivism' assumption which asserts that social reality is made from the perceptions and consequent actions of social actors (people) (Saunders 2016), 'deductive' approach of testing theory and 'archival and documentary research' strategy predominantly using journal articles. The perceptions of various authors were captured through a multi-journal review to identify both 'contextual factors' contributing to the emergence of DIs in the tourism industry and 'strategic marketing decisions' associated with both disruptors and incumbents in the tourism industry. The author adopted 'systematic review' approach for the analysis. A systematic review is defined as a clearly formulated question that uses systematic and explicit methods to identify, select, and critically appraise relevant research, and to collect and analyze data from the studies that are included in the review (Cochrane Collaboration, 2014 cited in Siddaway et al. 2019). Systematic reviews are considered to be a methodical, replicable, and transparent approach. Prior to conducting a systematic review, author needs to decide the 'type of review' most appropriate. There are two types; qualitative and quantitative and the appropriateness will depend on the nature and state of the existing literature, research question (s), and theoretical and empirical issues. The author conducted a 'qualitative review' as the questions are open ended. There are two types of qualitative research synthesis: a narrative review and a meta-synthesis. A meta-synthesis or qualitative meta-analysis (Schreiber, Crooks and Stern, 1997) is considered appropriate when a review aims to integrate qualitative research and synthesize qualitative studies on a particular topic in order to locate key themes, concepts, or theories that

provide novel or more powerful explanations for the phenomenon under review (Thorne, Jensen, Kearney, Noblit and Sandelowski, 2004 cited in Siddaway et al 2019). The author used meta-synthesis as the review aims to synthesize studies related to disruptive innovations. To conduct systematic review, the author followed stages cited in Siddaway et al. (2019). The process started by identifying clear, specific, and answerable research questions related to 'disruptive innovation' and breadth of the review was confined to 7 cases reporting DIs in the tourism industry covering 4 tourism sectors namely; Informal accommodation, Airlines, Travel agents, and Tourism segment published during the period of 2009 to 2020 as the case studies on DIs in the tourism industry are extremely scarce and over 90% of the available articles are on Airbnb falling under 6 themes (Guttentag, 2019). By familiarizing with the literature, author came up with two research questions namely; (1) what are the 'contextual factors' contributing to emergence of Dis? (2) What are the 'strategic marketing decisions' associated with both disruptors and incumbents in the tourism industry? Thereafter author considered preliminary inclusion and exclusion criteria considering research questions (topic and scope) and time frame and identified relevant articles using search terms disruptive innovations in the tourism industry, role of strategic marketing in disruptive innovations using electronic databases. Thereafter Title, Abstract, Discussion and Conclusion of chosen cases were reviewed and extracted all potentially relevant information using content analysis. Tables were constructed to summarize the findings with regard to each research objective and results are cited below;

4. Results and discssuion

4.1 Contextual factors contributing to an emergence of DI in the tourism industry

This review found 3 types of contextual factors contributing to an emergence of disruptive innovations (DI). The 1st category of 'contextual factors' favoring DIs are associated with PESTEL factors as cited in Figure 3 below;
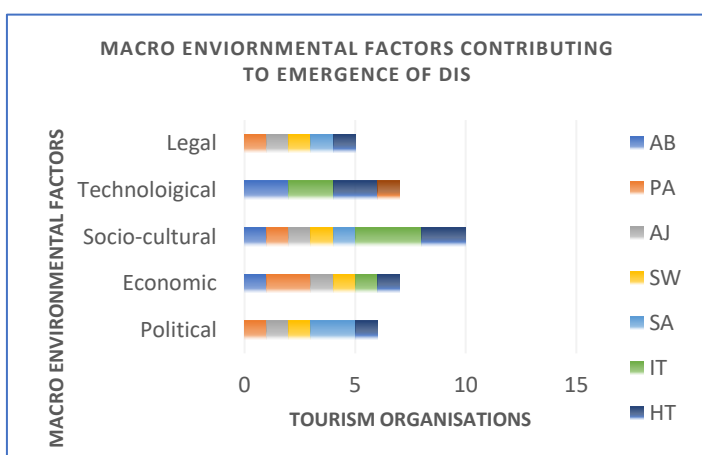

Figure 3: Macro- environmental factors contributing to emergence of DIs

Source: Developed by author based on the findings

The combination of contextual factors influencing an emergence of DIs differ by country, tourism sector, and individual company. However, 'Socio-cultural' factor, especially demand from travelers is a driving force for emergence of DIs for all sectors. Furthermore, 'Political' factor namely; policy decision to create a liberalized market for airlines and 'Legal' factor of

deregulation of the airline industry are relevant forces for airlines. Similarly, heavy influence of Technological factor and Economic factor of sharing economy are favoring the rise of DIs in both informal accommodation and inbound tour operator sectors. Finally, the 'Type of economy' supports an emergence of DIs in number of sectors and all five forces have supported an emergence of Halal tourism.

The second category of 'contextual factors' in favor of DIs are associated with Five Forces of
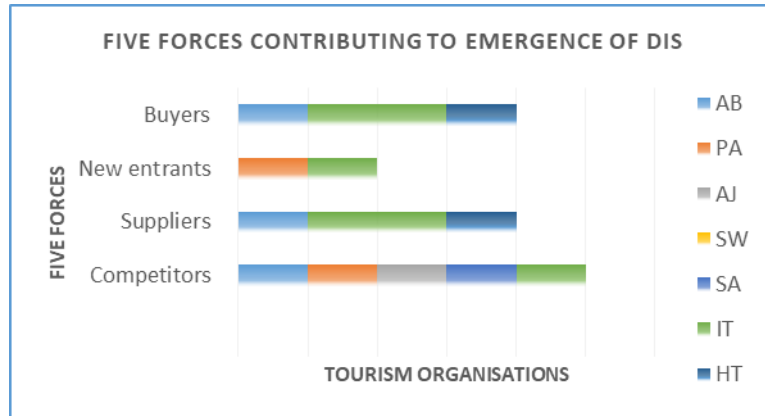
Porter (1979) as summarized in Figure 4 below;

Figure 4: Five forces contributing to emergence of DI

Source: Developed by author based on the findings

As cited in Figure 4 above, the combination of 'contextual factors' related to five forces influencing emergence of DIs differ. However, an influence of 'Competition' on emergence of DIs seems relevant to 71% of the cases due to reasons such as; failure of incumbents to satisfy existing customer needs, withdrawal of a competitor from the market or desire of a player to disrupt the market. Furthermore, the contribution of both 'Suppliers' and 'Buyers' to an emergence of DIs are in favor of informal accommodation sector, inbound tour operator sector and Halal tourism. Lastly, 'New entrants' with digital expertise are paving away for rise of DIs in inbound tour operator sector.

The 3rd and final category of 'contextual factors' favoring DIs are associated with numerous other factors as summarized in Figure 5.
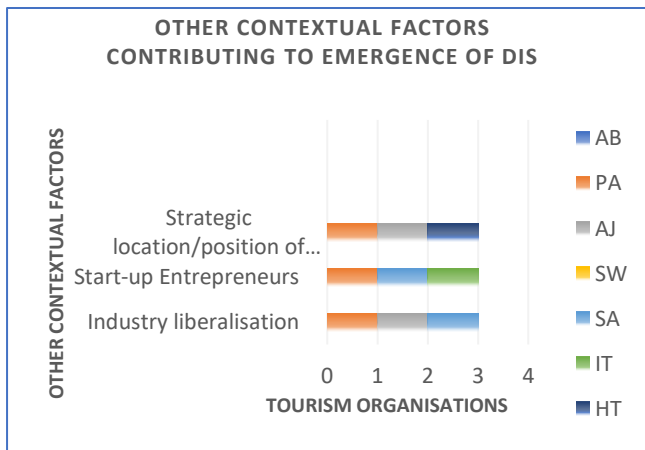

Figure 5: Other contextual factors contributing to emergence of DI

Source: Developed by author based on the findings

As cited in Figure 5 above, the combination of 'other contextual factors' influencing an emergence of DIs differ. However, irrespective of the tourism industry sector, 'start-up entrepreneurs' have become a powerful force facilitating emergence of DIs in several sectors. The start-up entrepreneurs with 'digital expertise' continue to disrupt inbound tour operator sector. These entrepreneurs exploit the opportunities created in the respective industry through macro-environmental and five forces. *PA in Turkey is a classic example where airline industry was liberalized, rates and taxes were reduced, new entrants (entrepreneurship) were encouraged and unmet needs for low cost travel existed where entrepreneurs were interested in finding solutions.* Furthermore, industry liberalization is in favor of 75% of the airlines. Yet another contextual factor influencing an emergence of DIs is 'strategic position or location of a country' that has the capacity to generate 'market demand' *(e.g. Airlines in Turkey and Halal tourism).*

4.2 Strategic marketing (SM) decisions associated with disruptors in the tourism industry

This review found that all the disruptions considered in this study fall in to the category of 'business-model innovation' suggested by Markides, (2006) and the strategic marketing (SM) decisions associated with such DIs in the tourism industry identified are summarized in Figure 6 below;

Figure 6: Strategic marketing decisions associated with disruptors
Source: Developed by author based on the findings

Figure 6 above shows that irrespective of the sector of the tourism industry, 'Market strategy' covering Target market strategy and Product-market growth strategy of penetration are common SM decisions of all disruptors. Similarly 'Marketing strategy' decisions addressing Product and Place elements of marketing mix are common decisions to all and Price element was common to 86% of the disruptors. Furthermore, Low cost strategy (competitive strategy) was a common decision to 86% of the disruptors. However, Promotion element of the marketing mix was specified by 57%, Differentiation strategy (competitive strategy) was chosen by 29% and new market creation strategy was expressed by mere 14%.

Though target market strategy, product-market growth strategy, competitive strategy and marketing mix strategy are common SM decisions, Business model (BM) and Business idea are not. However, findings show that both business model and business idea are common to majority (86%) of the disruptors as cited in Figure 6. BM is considered a 'strategic management tool' mostly used by entrepreneurs in developing business plans. Weinstein (2012) defines a business model as *'the way a company captures, creates, and delivers value to its customers'* and it establishes and communicates a business idea or concept (alcorfund.com). Being a strategic management tool, the decisions included in the business model namely; value proposition, customer segments, customer relationships, channels and revenue streams are strategic marketing (SM) decisions based on the business model canvas of Osterwalder, Pigneur and Clark (2010). Furthermore key partners are suppliers and distributors, key activities are related to key partners, key resources are assets required to operate and deliver the value proposition and cost structure depend on the competitive strategy (cost driven or value driven). Therefore, apart from formulating other SM decisions, creating or at least providing input for designing the business model becomes relevant.

4.3 Strategic marketing (SM) decisions associated with incumbents in the tourism industry

Except for airlines, research on SM decisions associated with incumbents were not found. The finding show that the practical responses of the airlines are same as five response strategies suggested by Charitou & Markides, (2003). TA shows several unsuccessful attempts in responding to DIs and pursued 1st two options followed by 4th option though the implementation was little different as two complementary positions known as 'ambidextrous approach' was held. (Gemicia and Alpkan, 2015). In responding to low cost carriers, AJ followed the 3rd strategy (Gemicia and Alpkan, (2015).

5. Conclusion and policy considerations

This review was intended to identify both the 'Contextual factors' contributing to emergence of DIs in the tourism industry and capture the 'Strategic marketing decisions' associated with both Disruptors and Incumbents in the industry. The review shows that an emergence of DIs in all four sectors of tourism are influenced by a combination of contextual factors. These contextual factors are components of strategic analysis (Aaker 2011) and falls under the purview of SM (Varadarajan, 2015). Likewise, Figure 4 shows the influence of both competition and buyers on the emergence of DIs. As per Aaker, (2011) both competitor and customer analyses are components of strategic analysis and SM is considered the primary driver of strategic analysis. Furthermore, both Mongay, (2006) and Aaker, (2011) admit the expertise SM possesses for environmental monitoring and understanding these forces respectively. Aaker, (2011) also recognizes the importance of predicting the trends and projecting their impact continuous basis. Thus, it can be concluded that conducting strategic analysis *(including both competitor analysis and customer analysis)* on a continuous basis is a role of SM in addressing DIs in the tourism industry. Furthermore, deregulation of the industry is found to be a contextual factor contributing to emergence of DIs especially in the airline industry. Thus, governments can take a policy decision to control the number of new entrants to a deregulated market.

With regard to 'Strategic marketing decisions' of Disruptors, the findings show that except for Business model (including business idea), the other decisions are usual Market strategy and Marketing strategy decisions falling under the purview of SM (Varadarajan, 2015). Though Business model (BM) is not a typical SM decision, discussion in 4.2 above shows that most of the components of BM are marketing related. Thus, it can be concluded that not only formulation of strategies namely; target market strategy, product-market growth strategy, competitive strategy and marketing mix strategy, but also development or at least providing inputs for development of BM are roles SM should play in addressing DIs in the tourism industry. On the other hand, the incumbents of an industry is required to face the disruption with a most suitable response strategy. Competitive strategy development is a typical role of SM (Aaker, 2011; Varadarajan, 2015). Thus, it can be concluded that choosing a suitable response strategy to face the DIs is yet another strategy formulating role of SM in case of incumbents in the tourism industry.

6. Limitations and Prospects for Future Research

This review has two limitations. Firstly, non–existence of previous studies on strategic marketing (SM) addressing DIs in the tourism industry. Secondly, the articles reviewed are restricted to 7 cases covering 4 tourism sectors as the studies addressing DIs in various sectors of the tourism industry are scarce. As for the suggestions for future research, tourism sector-based studies to identify specifics related to each sector, internal contextual factors contributing to an emergence of DI, the level of success with regard to business models in each sector and response strategies adopted by the various sectors of tourism and their level of success are suggested.

7. References

Aaker, D. A. (2013). *Strategic Marketing Management*. 9th edition. Delhi: Wiley

Aghazadeh, H. (2015) Strategic marketing management: achieving superior business performance through intelligent marketing strategy. In: Elsevier Ltd (eds) *11th International Strategic Management Conference 2015,* Procedia - Social and Behavioral Sciences, 125 – 134. Available from www.sciencedirect.com [Accessed 8 August 2021].

Ananeva, D. (2019) ARTIFICIAL INTELLIGENCE AS DISRUPTIVE INNOVATION IN THE HOTEL INDUSTRY: Finnish Boutique and Lifestyle Hotels Perspective. Masters. University of Lapland. Available from https://lauda.ulapland.fi/bitstream/handle/10024/63932/Ananeva.Daria.pdf?sequence=1[Accessed 12 May 2021].

Charitu, C. D. and Markides, C.C. (2003) Response to disruptive strategic Innovation. *MIT Sloan Management Review,* 44 (2) 55-63. Available from https://www.google.com/search?q=Charitou%2C+C.+%26+Markides%2C+C.+(2003).+Responses+to+disruptive+strategic+innovation.+Sloan+Management+Review.+44+(2)%2C+pp.+55-63&rlz=1C1ASVC_en__915__915&oq=Charitou%2C+C.+%26+Markides%2C+C.+(2003).+Responses+to+disruptive+strategic+innovation.+Sloan+Management+Review.+44+(2)%2C+pp.+55-63&aqs=chrome..69i57.1156j0j15&sourceid=chrome&ie=UTF-8 [Accessed 18 Sep. 2021].

David, P. A. and Foray, D. (2002) An introduction to the economy of the knowledge society. *International Social Science Journal*, 54 (171). 9 -23.

Destiana, R. & Kismartini, K. (2020) Halal Tourism Marketing in the Disruption Era: A Case Study of Penyengat Island in Riau Islands Province. *Society,* 8 (1) 264 -283. Available from https://doi.org/10.33019/society.v8i1.174 [Accessed 3 Sep. 2021].

Ganguly, A. Das, N. and Farr, J.V. (2017) The Role of Marketing Strategies in Successful Disruptive Technologies. *International Journal of Innovation and Technology Management* 14 (3) Available from https://www.worldscientific.com/doi/epdf/10.1142/S021987701750016X [Accessed 27 August 2021]

Gemicia, E. and Alpkahn, L. (2015) An application of disruptive innovation theory to create a competitive strategy in Turkish air transportation industry. *Procedia - Social and Behavioral Sciences,* 797-806. Available from https://reader.elsevier.com/reader/sd/pii/S1877042815053021?token=0538B4A002CC335B37E0E827B32AFDC48614E7F3174366A787C14B5B7AEC1A42C15F7AC21ACD90F1EEC

EC51CE7CFE39A&originRegion=eu-west-1&originCreation=20210817081556   [Accessed 17 August 2021].

Gupta, R. (2016) Disruptive Marketing and Brand Building –A Case Study of Patanjali, Ayurveda Limited. *Advances in Economics and Business Management,* 3 (2) 225-23. Available from https://krishisanskriti.org/vol_image/08Jun201610060713%20%20%20%20%20%20%20%20Ranjita%20Gupta%20%20%20%20%20%20%20%20%20%20225-231.pdf   [Accessed 3 Sep. 2021].

Guttentag, D. (2015) Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18 (12) 1192-1217. Available from http://dx.doi.org/10.1080/13683500.2013.827159 [Accessed 3 Sep. 2021].

Hisrich, R. and Kearney, C. (2014) *Managing Innovation and Entrepreneurship.* Sage Publications. pp. xiii.

Hsu, A.Y. King, B. Wang, D. and Buhalis, D. (2016) In-destination tour products and the disrupted tourism industry: progress and prospects. *Information Technology & Tourism*, 16 (4) 413–433. Available from https://www.academia.edu/30373788/Hsu_A._King_B._Wang_D._Buhalis_D._2016_In-destination_tour_products_and_the_disrupted_tourism_industry_progress_and_prospects_Information_Technology_and_Tourism_Vol.16_4_pp_413_433 [Accessed 3 Sep. 2021].

Hunt, D. (2015) The theoretical foundations of strategic marketing and marketing strategy: foundational premises, R-A theory, three fundamental strategies, and societal welfare. *Academy of Marketing Science,* Available from http://sdh.ba.ttu.edu/AMS%20Rev.%202015%20Strategy-Varad.%20proof.pdf [Accessed 13 Aug. 2021].

James, A.D. (2009) The low-cost carrier model in China: The adoption of a strategic innovation. *Technology Analysis and Strategic Management,* 21 (1) 129-148. Available from https://www.researchgate.net/publication/240236361 [Accessed 18 Sep. 2021].

Joshi, B.P. (2018) Disruptive Innovation in Hospitality Human Resource. *Journal of Tourism and Hospitality Education,* 8 48–61. Available from https://doi.org/10.3126/jthe.v8i0.20010 [Accessed 3 Sep. 2021].

Kotler, P and Keller, K.L. (2016). *Marketing Management.* 15th Edition. India: Pearson

Markides, C. (2006) Disruptive Innovation: In Need of Better Theory. *The Journal of Product Innovation Management,* 23 (1) 19-25. Available from https://www.researchgate.net/publication/227998782_Disruptive_Innovation_In_Need_of_Better_Theory [Accessed 21 Sep. 2021].

Mongay, J. (2006) Strategic Marketing. A literature review on definitions, concepts and boundaries. [pre-print] Submitted to *Munich Personal RePEc Archive.* Available from https://mpra.ub.uni-muenchen.de/41840/ [Accessed 29 July 2021].

Meged, J.W. and Zillinger, M. (2018) Disruptive network innovation in free guided tours. *Scandinavian Journal of Hospitality and Tourism,* 18 (3) 303 – 318. Available from List of

issues Scandinavian Journal of Hospitality and Tourism (tandfonline.com) [Accessed 13 May 2022].

Panfiluk, E. (2021) Innovativeness of Tourism Enterprises: Example of Poland. *Sustainability*, 13 1-17. Available from https://scholar.google.com/scholar?start=20&q=Disruptive+Innovations+in%09the+Tourism +Industry+&hl=en&as_sdt=0,5 [Accessed 3 Sep. 2021].

Schmidt, G.M. and Druehl, C.T. (2008) When Is a Disruptive Innovation Disruptive?. *The Journal of Product Innovation Management,* 25 347-369. Available from https://www.academia.edu/12919213/When_Is_a_Disruptive_Innovation_Disruptive [Accessed 26 Aug. 2021].

Siddaway, A. P. Wood, A. M. and Hedges, L. V. (2019) How to do a systematic review: A best practice guide to conducting and reporting narrative reviews, meta-analyses, and meta-syntheses. *Annual Review of Psychology*, 70 (1) Available from https://www.researchgate.net/publication/326910386_How_to_Do_a_Systematic_Review_A _Best_Practice_Guide_for_Conducting_and_Reporting_Narrative_Reviews_Meta-Analyses_and_Meta-Syntheses [Accessed 3 August 2020].

South West Airlines (n.d) Disruptive innovation. Available from https://vantran1501.wixsite.com/southwest-airlines/disruptive-innovation [Accessed 6 Sep. 2021].

Shi, A. (2010) A Reflective Review of Disruptive Innovation Theory. *International Journal of Management Reviews,* 12: 435-452. Available from https://www.academia.edu/33040372/A_Reflective_Review_of_Disruptive_Innovation_Theo ryi_jmr_272_435..452?auto=download [Accessed 12 May 2021].

Tesfaye, H.G. and Nguyen, T.H.N (2012) *Incumbent firms and Response to Disruptive Innovation through Value Network Management Lessons from Eastman Kodak"s failure in the digital era.* MBA. Linkopings Universitet. Available from http://www.diva-portal.org/smash/get/diva2:556607/FULLTEXT01.pdf [Accessed 12 May 2021].

Varadarajan, R. (2015) Strategic marketing, marketing strategy and market strategy. *Academy of Marketing Science,* (5) 78-90. Available from http://www.piskotiistvan.hu/attachments/article/91/Marketingstart-Varadarajan%202015.pdf [Accessed 13 Aug. 2021].